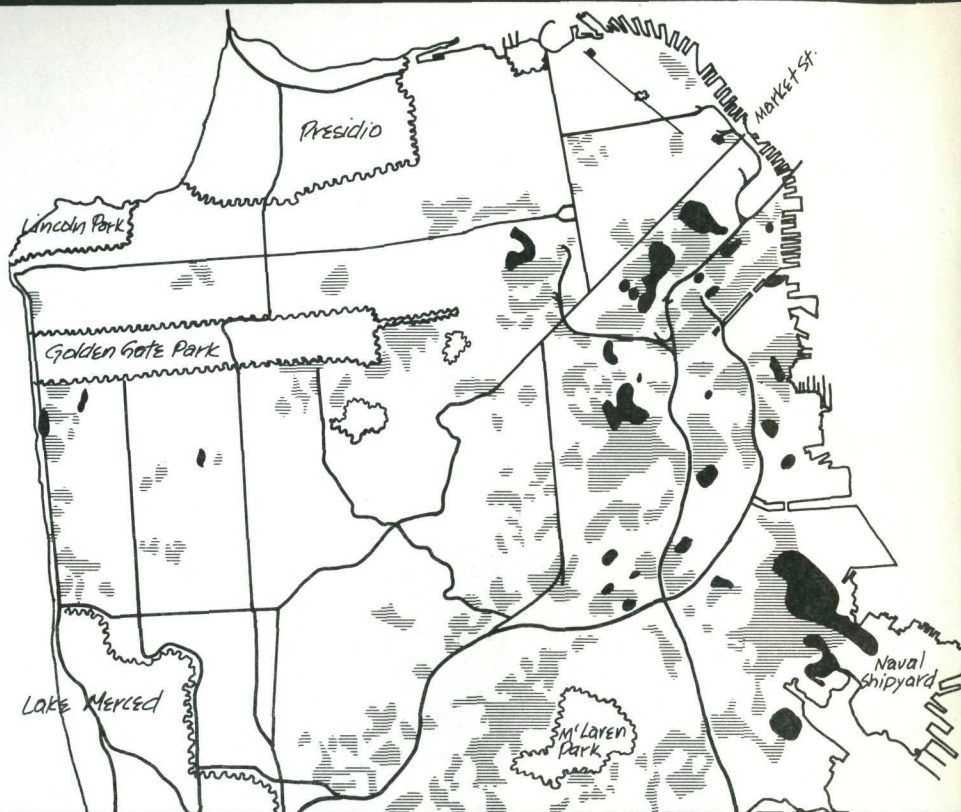


Preliminary Report No. 4

EXISTING FORM and IMAGE

San Francisco^(CITY) Department of City Planning
January 1970

THE PREPARATION OF THIS MAP WAS FINANCED
IN PART THROUGH AN URBAN PLANNING GRANT
FROM THE DEPARTMENT OF HOUSING AND URBAN
DEVELOPMENT, UNDER THE PROVISIONS OF SEC. 701
OF THE HOUSING ACT OF 1954, AS AMENDED



QUALITY OF MAINTENANCE

below average low

CRITERIA: Cleanliness and state of repair of sidewalks, street, yards and buildings.

IMPORTANCE: Quality of maintenance is an indicator of well-being and status. To many, particularly homeowners, it is one of the most important physical characteristics of a good residential area. When a neighbor maintains his house and yard in a substandard manner, he is, in effect, attacking the investment of time and money by those living about him. Clean, well-maintained streets and yards are a symbol of neighborhood pride and concern. Littered and dirty streets are regarded by many as a threat to the health of residents.

The second most frequently mentioned physical characteristic cited as important by San Franciscans was "maintenance of homes and yards."* Only "safe intersections" -- whose lack would be a direct threat to life -- were mentioned more often.

COMMENT: When people living along a street cease to care about it, sidewalks may go unswept, yards uncared for. Where traffic volume appears to contribute to neighborhood deterioration, efforts should be made to make the street more livable and attractive for residents. Often, heavy traffic can lead to a withdrawal by people from the street. The larger the volume of traffic, the more a street belongs to automobiles and the less it is perceived as belonging to the people.

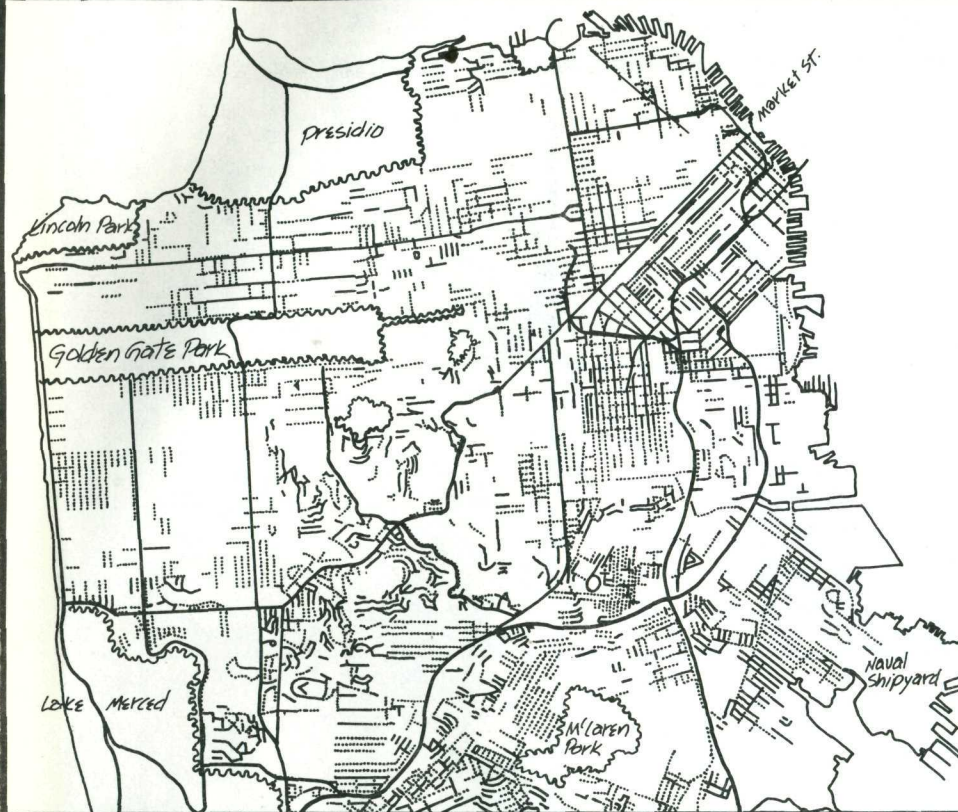
Low ratings for these criteria are concentrated along the Mission Street corridor. High population density is found together with low ratings for maintenance in the South of Market, Central Mission, and Hayes Valley areas.

RECOMMENDATIONS: Increased public street maintenance should be given first consideration in those areas receiving low "quality of maintenance" ratings, particularly for areas characterized by high population density, overcrowding, and high ratios of renter occupancy.

Public maintenance should be increased along heavily used roadways in low-maintenance areas. Improvements along the traffic-ways, such as installation of landscaped buffer strips, reduction of traffic volume and/or speed should be an integral part of any public maintenance program.

Block or sub-neighborhood scaled street improvement programs including more frequent scheduling of street cleaning, tree planting, and other improvements within the public right of way should be considered to stimulate private efforts in high home-ownership areas with low ratings in "quality of maintenance."

QUALITY OF ENVIRONMENT SURVEY:



QUALITY OF VIEW

below average low

CRITERIA: The breadth, extent, composition of view and the significance of objects viewed from the street.

IMPORTANCE: Good views are valued for many reasons -- for their innate beauty and the psychological sense of open space they impart to a crowded city. They may compensate for the dullness of the immediate setting or for the lack of trees and landscaping in an area. To a considerable degree, the quality of view determines a neighborhood's status. Areas with the best views with few exceptions have become the most desirable residential locations.

COMMENT: The absence of a view frequently coincides with and intensifies environmental deficiencies. Most areas of the City have average or better views in at least one direction. Inner Mission contains the largest area of low-rated views in any direction. In some cases buildings along low-rated streets may have good views from upper or rear windows. This is particularly true along curvilinear streets.

In areas with poor views, more emphasis is placed upon the quality of the immediate setting. When this occurs, visual interest of street facade and block variation become more important factors.

RECOMMENDATIONS: Higher priority for street improvements should be given to those areas which have received low ratings for "sense of nature", "visual interest of street facade", and "block variation", and are also low in respect to views. Emphasis should be upon improvements within the public right of way which add to the interest, distinctiveness, and sense of nature.

Above average street views and vistas of trees and green open space should be protected from development that might block these views. (Note: High and above average views are presented in Section 2 of this report.)

DEFICIENT AREAS



VISUAL INTEREST OF STREET FACADE

below average low

CRITERIA: Variety of building types, architectural character, landscaping, scale, colors and pattern.

IMPORTANCE: The visual richness of a street -- the amount of interesting and pleasing details -- affects the enjoyment of the street as a place for children to play and adults to walk and meet with friends. A bland, dull shopping area will certainly help dampen the pleasure of a shopping trip just as a pleasant, interesting street can make a routine chore more enjoyable.

"Attractiveness of streets and buildings" was the seventh most frequently mentioned factor as an important physical characteristic by San Franciscans. Items relating to safety, maintenance, and open space were considered to be more important.

COMMENT: Hills and open space consistently generate high ratings. The street facades of those buildings on hillsides are more interesting, more varied through their adaptation to sloping land. Landscaped open space sets up a strong contrast with adjacent development and offers new ways of looking at otherwise typical street fronts.

Areas of the City characterized by low maintenance but with high ratings for visual interest of street facade are more likely to have a potential for self renewal. Such areas can usually be made more attractive with relatively little effort.

RECOMMENDATIONS: In areas rated low in "visual interest", greater emphasis should be given to distinctive, highly visible improvements. High-rated blocks located within low-maintenance areas should be reviewed for possible community self-improvement programs.

Those areas of the City deficient in open space which also receive low ratings for both "visual interest of street facade" and "block variation" should be given high priority for open space development within the public right of way.



BLOCK VARIATION

▨ below average ■ low

CRITERIA: The degree of distinction or difference of a block from surrounding blocks.

IMPORTANCE: Variation in appearance between blocks is an indication of the amount of variety within an area of the City. Without variety the development pattern can become repetitious and monotonous. If a lack of variation between blocks is accompanied by the absence of interesting details within each block, it usually indicates a bland, often impersonal environment.

"Block variation" is related to "attractiveness of streets and buildings" the seventh most frequently mentioned physical characteristic considered important by San Franciscans.* It is an attribute valued only after the more basic concerns related to safety, maintenance, and accessible open space.

COMMENT: The pattern of high and low ratings for "block variation" parallels the pattern for "visual interest of street facade." There are differences in the patterns but not extreme ones. When these two environmental factors are combined, they become a better measure of the design richness of an area than either one alone. Where their low ratings coincide, highly visible improvements of a distinctive nature are desirable. South Central, Inner Mission, and South Bayshore have the most extensive areas marked by low ratings for both categories of "block variation" and "visual interest of street facade."

RECOMMENDATIONS: First consideration should be given to the areas which contain the most extensive coincidence of low scores in both "block variation" and "visual interest of street facade."

Emphasis in these areas might be given to street improvements that add interest to the streetscape and contribute to a sense of community structure.



PRESENCE OF NATURE

▨ below average ■ low

CRITERIA: The quantity and quality of natural elements -- such as trees, shrubbery, flowers, grass, and water -- within and visible from the block.

IMPORTANCE: In an intensely urbanized environment, the presence of nature is an important factor. Evidence of this value is seen in the most prestigious and expensive residential areas which, without exception, rate high in "presence of nature." This value comes in part because of the harshness found in a world of only buildings, pavement, and automobiles. In the absence of open space, landscaping can help make the City satisfying. Views of green hills in the distance are a form of psychological open space that can in part compensate for the lack of nearby open space.

"Street trees and other planting" was the sixth most frequently mentioned physical characteristic by San Franciscans.* While factors relating to safety, maintenance, and open space were mentioned more often, concern for landscaping is implicit in "maintenance of houses and yards" and in "nearby small parks and places to sit."

COMMENT: South of Market, Central Mission, Midtown Residential, and West Nob Hill are the most extensive areas with low ratings. These areas are characterized by high residential densities and insufficient open space.

In blocks without any landscaping, the buildings, pavement, overhead wires, and vehicles are visually dominant and unrelieved. Under such circumstances the adverse effect is intensified by dull street fronts, littered streets, and heavy traffic.

RECOMMENDATIONS: High priority for street tree planting and landscaping should be given to areas having low ratings for "presence of nature" and low ratings for any or all of the following factors: "Distance to open space", "visual interest of street facade", "quality of maintenance", and "compatibility of traffic." First consideration should be given to those areas where all or most of these factors have low scores.



DISTANCE TO OPEN SPACE

▨ below average ■ low

CRITERIA: Walking distance to open space modified by size and variety of facilities within park.

IMPORTANCE: In an intensely developed city like San Francisco, open space is extremely important. It provides a change of pace and relief from the world of concrete and asphalt. People go to parks to rest, relax and recuperate from the stresses of city living.

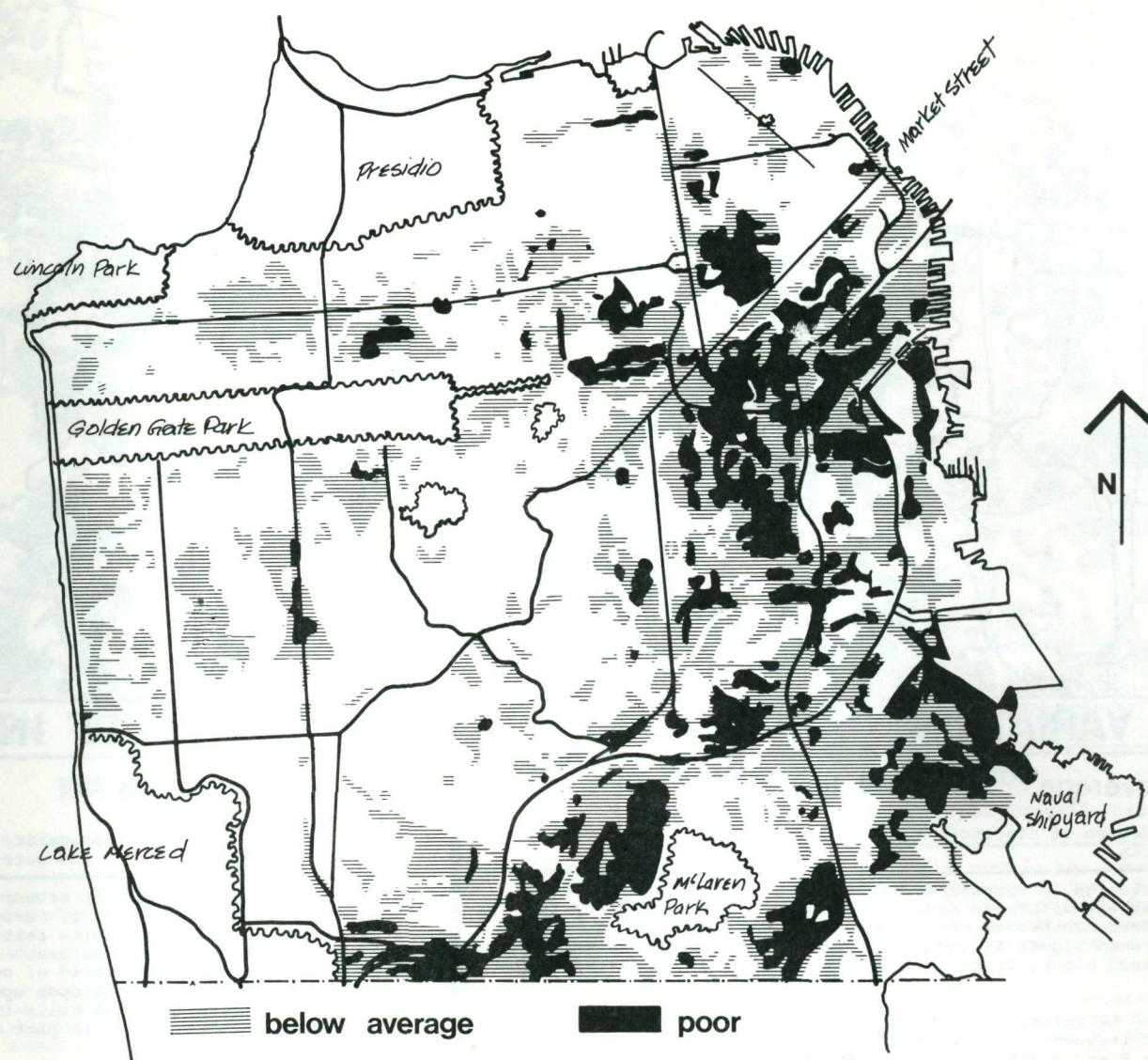
Green open space provides variety and contrast to the cityscape. It helps to define areas of the City and is often a focal point within neighborhoods. Because they are distinctive breaks in the urban pattern, parks may impart a strong sense of place and identity to the surrounding area.

"Nearby small parks and places to sit" was the third most frequently mentioned desirable physical characteristic by San Franciscans in a recent survey.*

COMMENT: Those areas of the City with the greatest population density -- Chinatown, West Nob Hill, Central Mission, and South of Market -- are the most deficient in public open space. These same areas also have the heaviest concentrations of the poor, very young, and elderly, and because of their lack of mobility are most adversely affected by the scarcity of accessible open space.

The major park areas are located in the western one-half of the City where more families have their own private backyards and their own cars.

RECOMMENDATIONS: First consideration for the provision of new open space in the City should be given to those low-rated areas which also have high population density and concentrations of the elderly, very young, and the poor. Special attention should be given to those open-space deficient areas rating low in both "visual interest of street facade" and "block variation." These are areas where the visual enrichment by landscaped open spaces would be of particular value.



The Summary Evaluation sets forth a single, clear picture of the relative need of areas of the City for environmental improvement. As such it provides an additional perspective for reviewing policies and priorities. The shaded areas on the map indicate those parts of the City having the fewest positive physical attributes and, therefore, are least likely to maintain or upgrade themselves without assistance. Public investments may be required to provide or compensate for the lacking physical amenities. Transportation improvements and renewed private investment can, in themselves, contribute positive attributes to an area. They can also modify the need for other public inputs aimed at improving the environment.

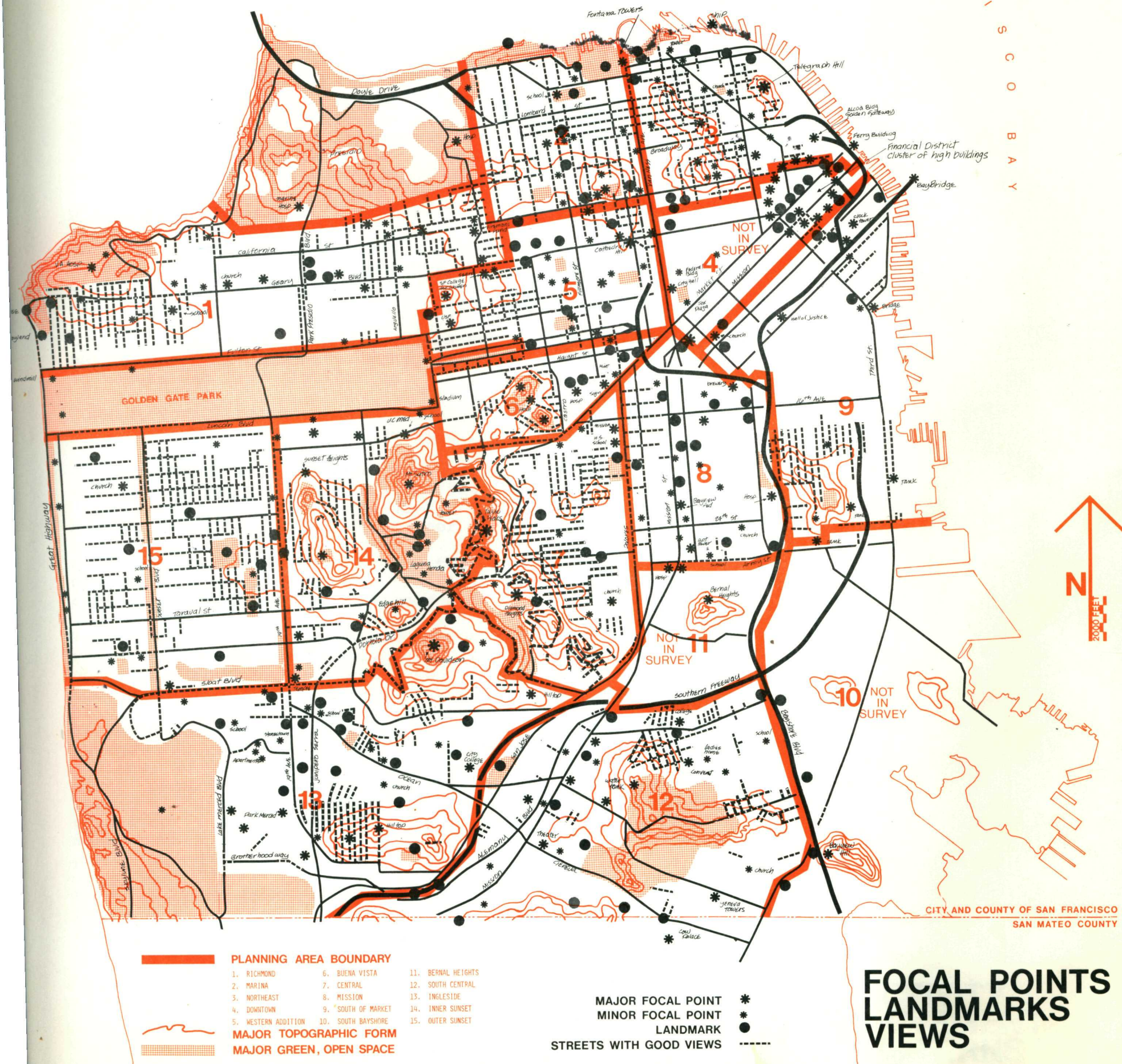
The Summary Evaluation map was prepared by adding the positive and negative ratings for eight of the nine environmental factors balancing the positive against the negative ratings. Climate was omitted since, in terms of either existing development pattern or public attitude, it does not appear to be a significant determinant. The Summary Evaluation resulted from a process of pairing the eight maps and then preparing a

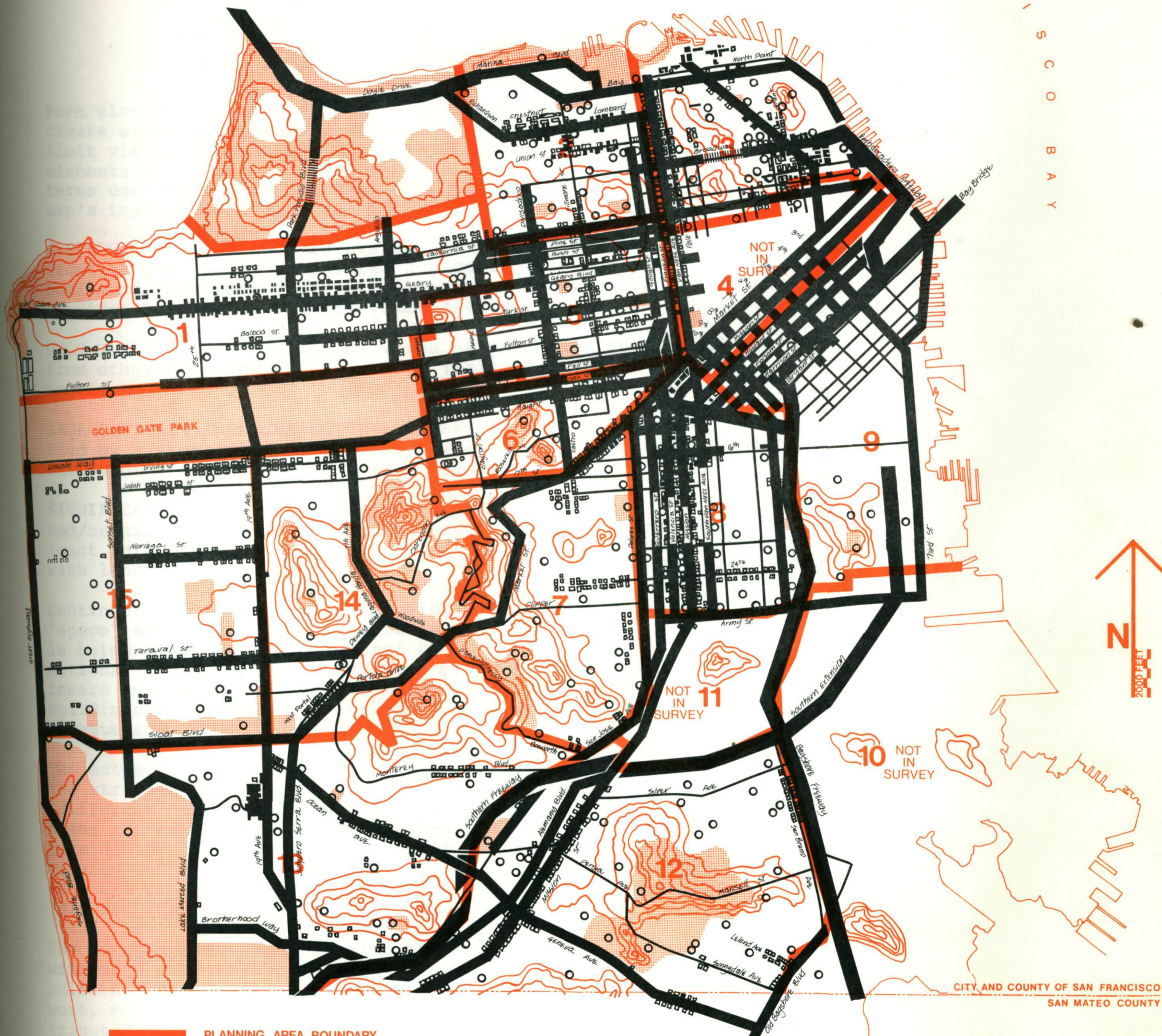
composite map for each pair. The composites in turn were combined again to produce this Summary Evaluation. In the process of combining them, individual scores were added together in a way that would shift average conditions toward the extremes of high or low.

For example, an average rating (0) for "quality of view" when combined with a poor rating (-1) for "distance to open space" would be shown as poor (-1) on the composite map. The result is that except where scores balance out directly on the center line of average (0) they become either "above average" or "below average."

The solid areas on the map -- indicating "low or bad condition" -- should be considered first for public improvements. The shaded areas -- indicating "below average or poor" -- should be considered second except within and around "low or bad" areas where they may merit first consideration as well.

QUALITY OF ENVIRONMENT SURVEY: SUMMARY EVALUATION





PLANNING AREA BOUNDARY

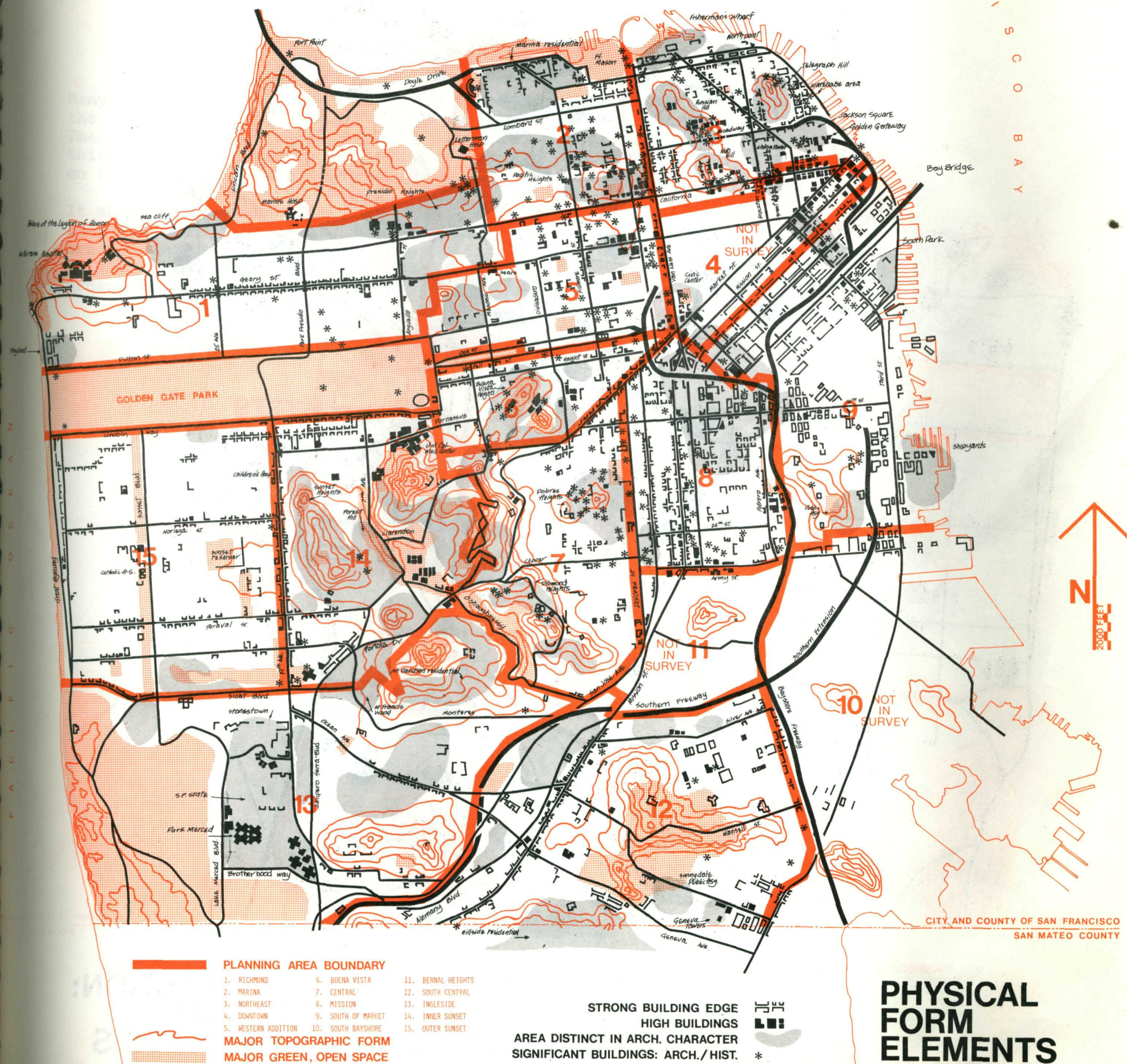
1. RICHMOND
2. MARINA
3. NORTHEAST
4. DOWNTOWN
5. WESTERN ADDITION
6. BUENA VISTA
7. CENTRAL
8. MISSION
9. SOUTH OF MARKET
10. SOUTH BAYSHORE
11. BERNAL HEIGHTS
12. SOUTH CENTRAL
13. INGLESIDE
14. INNER SUNSET
15. OUTER SUNSET

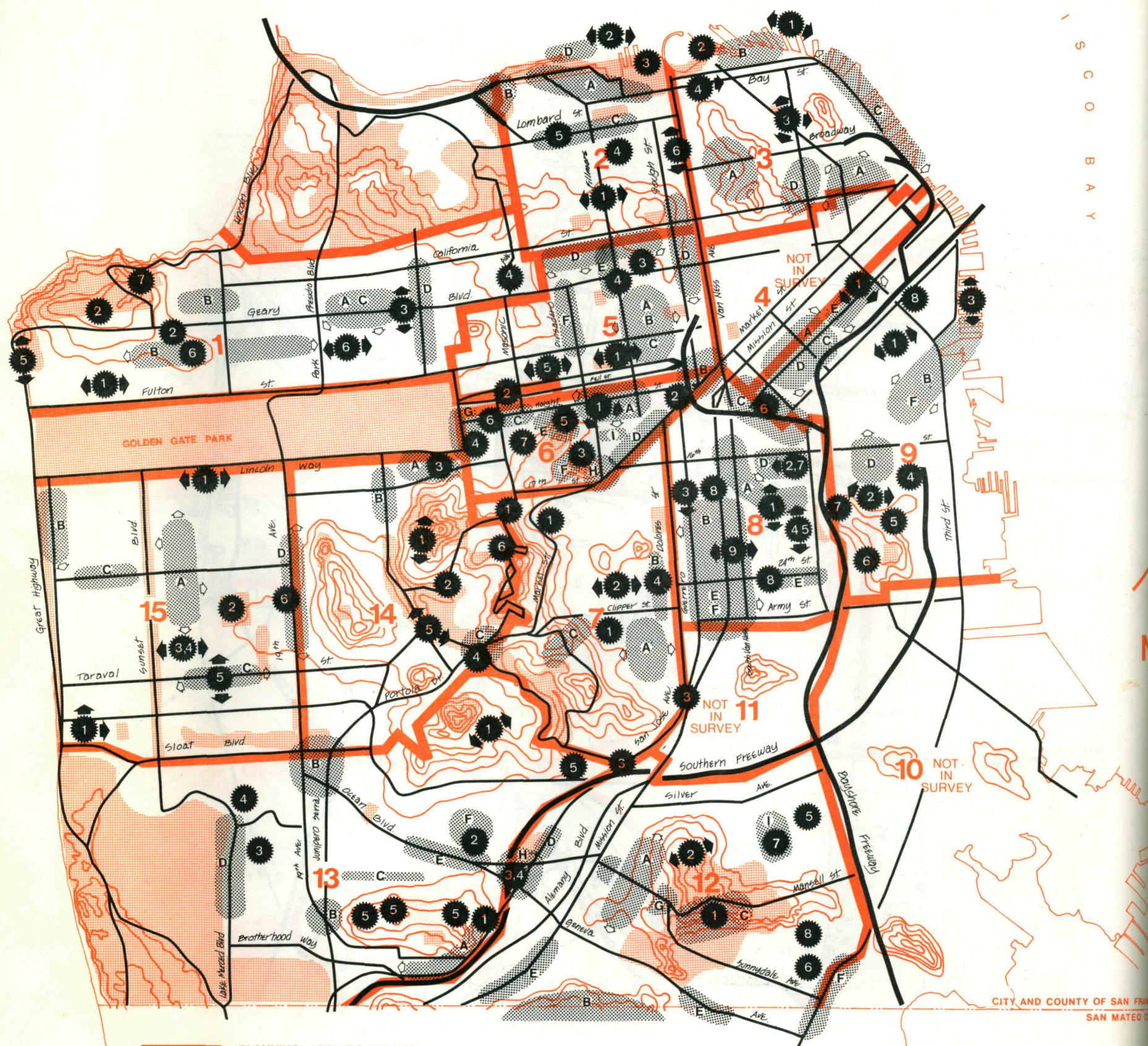
MAJOR TOPOGRAPHIC FORM
MAJOR GREEN, OPEN SPACE

LOCAL COMMERCIAL
CITYWIDE COMMERCIAL
COMMUNITY FACILITY
FREEWAY
MAJOR MOVEMENT
MINOR MOVEMENT

ACTIVITY MOVEMENT PATTERNS

CITY AND COUNTY OF SAN FRANCISCO
SAN MATEO COUNTY





PLANNING AREA BOUNDARY

1. RICHMOND
2. MARINA
3. NORTHEAST
4. DOWNTOWN
5. WESTERN ADDITION

6. BUENA VISTA
7. CENTRAL
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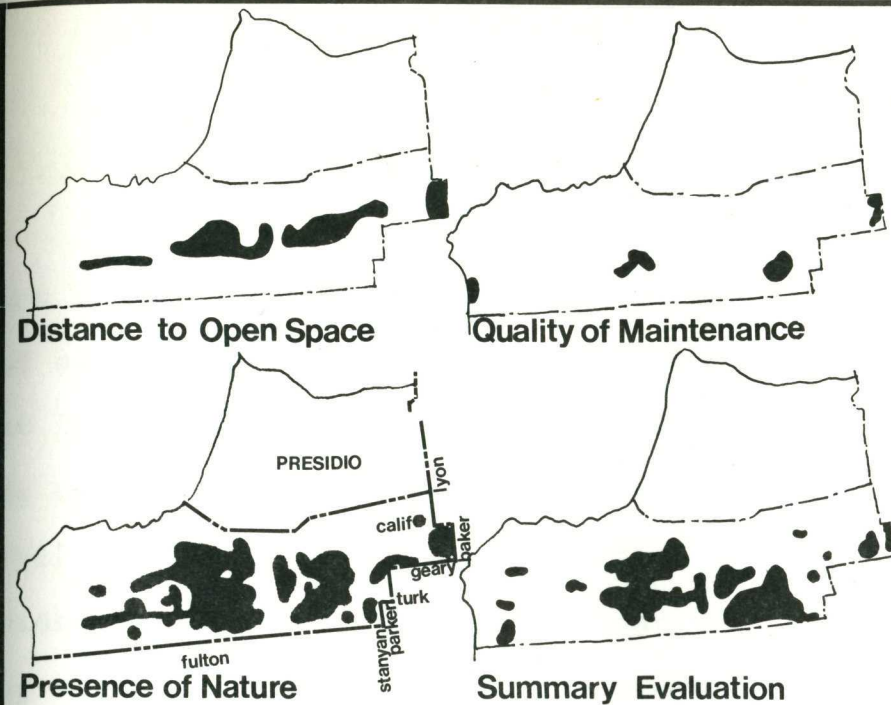
MAJOR TOPOGRAPHIC FORM
MAJOR GREEN, OPEN SPACE

OPPORTUNITY
PROBLEM

Problem or opportunity applies to a general area

REFERS TO FOLLOWING LIST

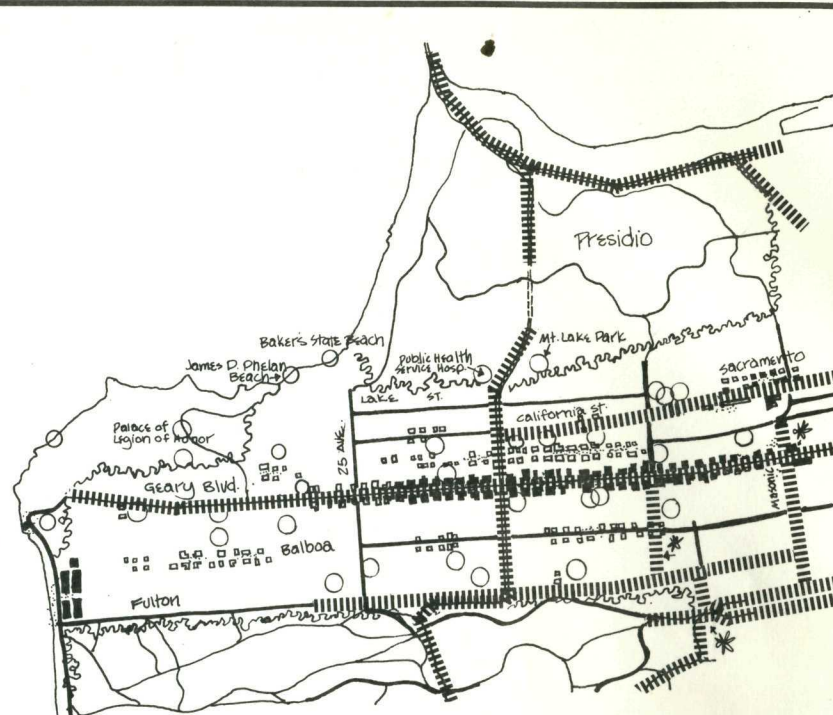
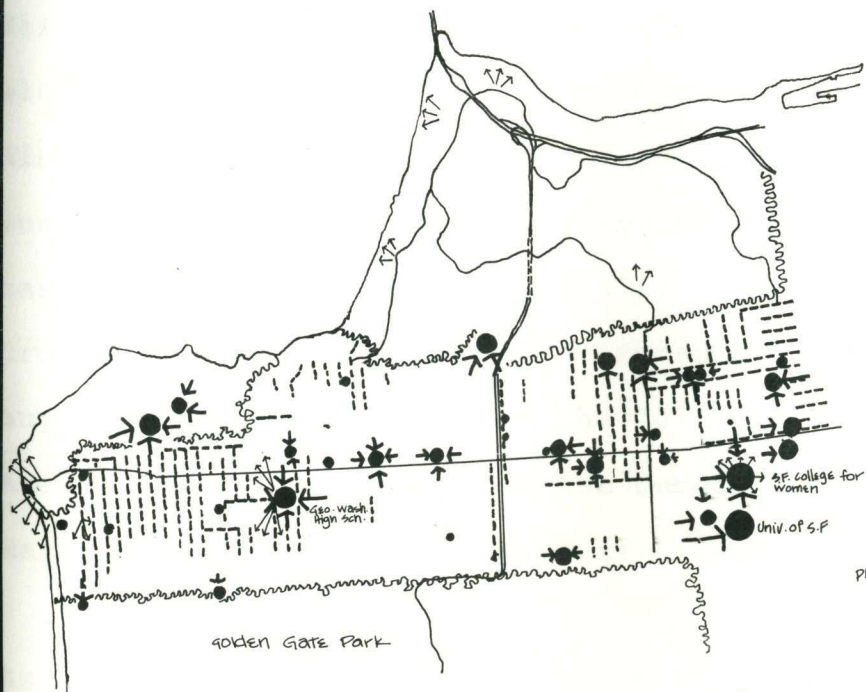
**INTERPRETATION:
PROBLEMS
OPPORTUNITIES**



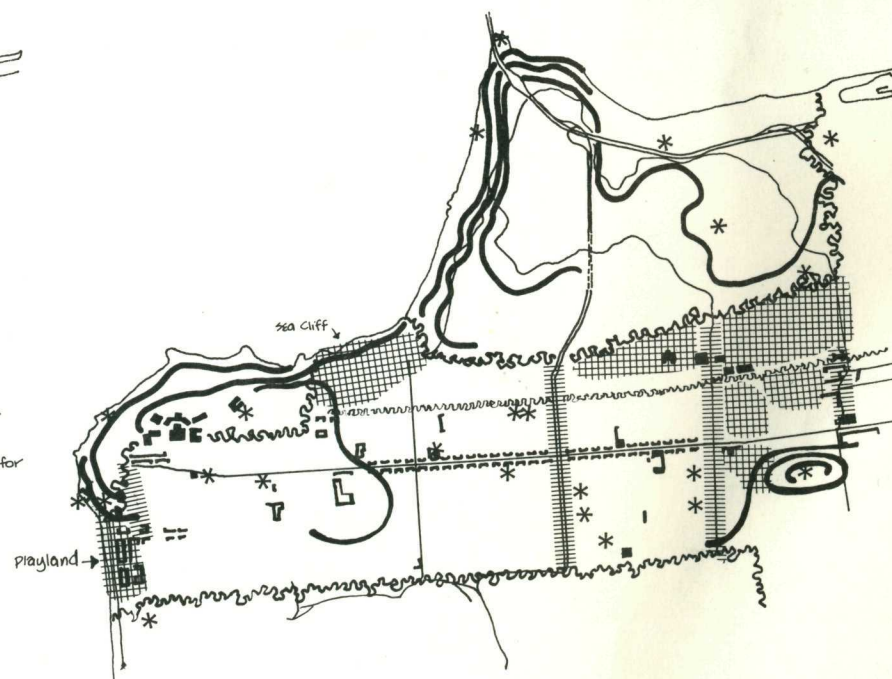
QUALITY OF ENVIRONMENT

(GENERALIZED)

BELOW AVERAGE & LOW RATED AREAS



ACTIVITY- MOVEMENT PATTERNS



PHYSICAL FORM ELEMENTS

opportunity

Playland and the ocean front north to Cliff House is land that could be developed into new recreation uses, perhaps combining commercial and residential uses as well.

problem

Many sections can be characterized as visually monotonous because of the continuous street grid, similar building heights and overhead wires. Most new buildings intensify rather than alleviate this monotony.

opportunity

Many scattered blocks with architecturally or historically significant buildings.

problem

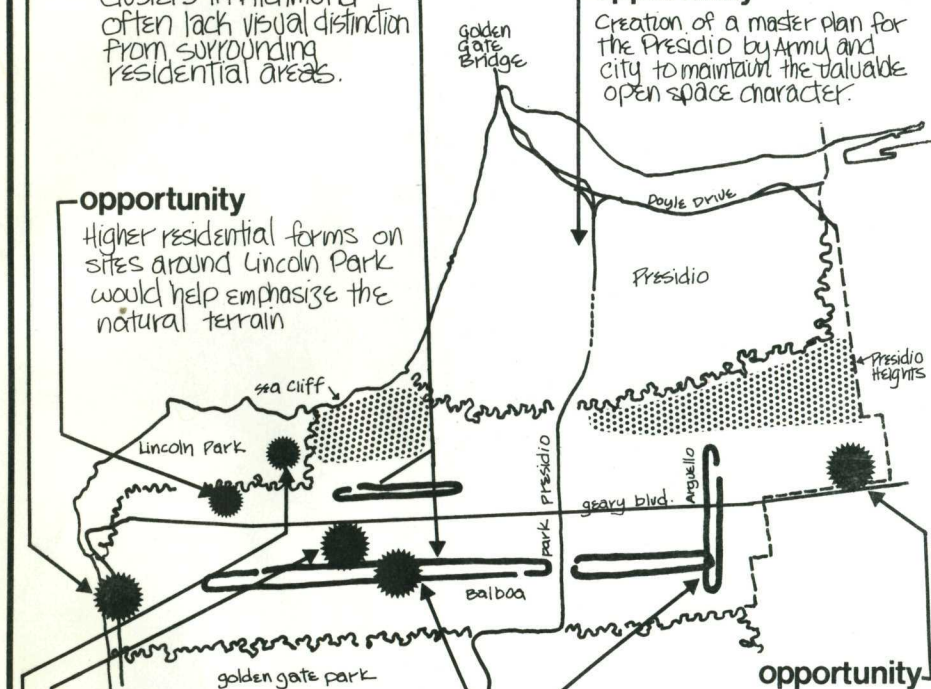
Small separated shopping clusters in Richmond often lack visual distinction from surrounding residential areas.

opportunity

Creation of a master plan for the Presidio by Army and city to maintain the valuable open space character.

opportunity

Higher residential forms on sites around Lincoln Park would help emphasize the natural terrain.



opportunity

Consolidating smaller commercial areas would be chance to provide public amenities and street design.

opportunity

Olympic Swim Club reservoir, Muni Building and car-yards occupy a site where new high development would be desirable. Existing views should be maintained.

opportunity

Washington Heights and school site could be emphasized with higher forms such as high-rise educational complex or mix of community facilities and residences.

problem

East-west traffic flow is interrupted at Arguello, causing traffic problems.

opportunity

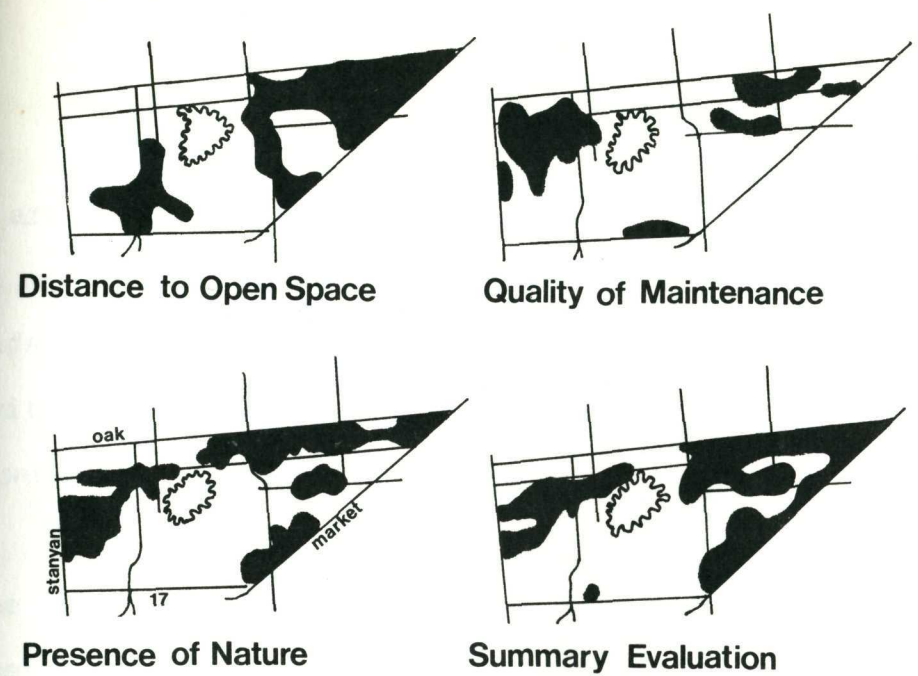
Richmond's wide, under-used streets could be used to overcome the monotonous character of some sections; such as landscaping center strips, street closings or variation through street tree planting.

opportunity

The City could acquire the Ft. Miley site for Planned Unit Development of 200 housing units, small public play area and possible educational facility.

preliminary INTERPRETATION: PROBLEMS OPPORTUNITIES

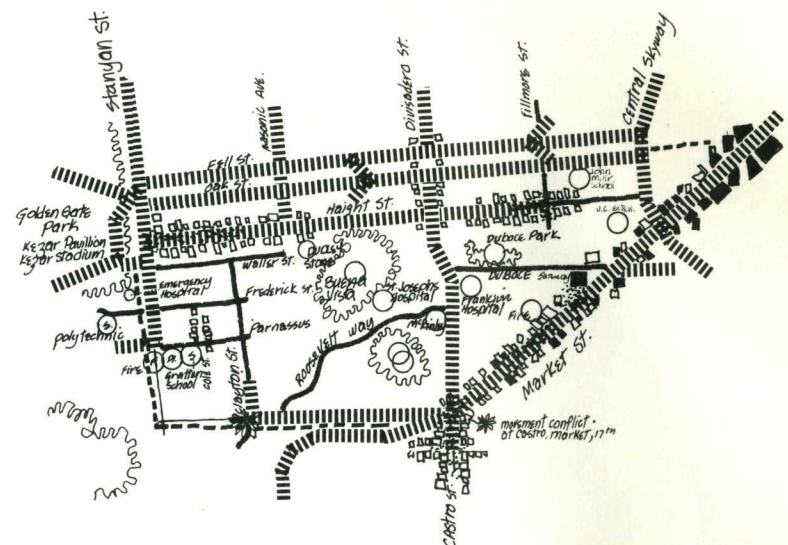
AREAS FOR PRESERVATION
MAJOR OPPORTUNITY
MAJOR PROBLEM



QUALITY OF ENVIRONMENT

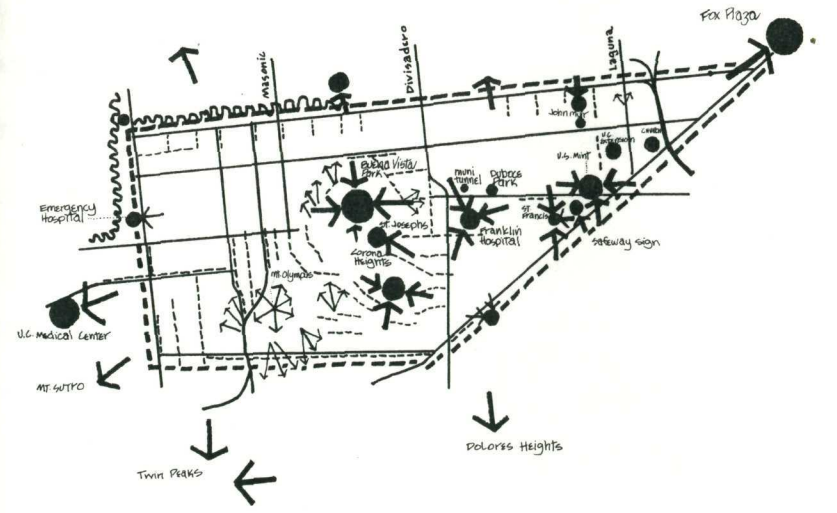
(GENERALIZED)

BELOW AVERAGE & LOW RATED AREAS



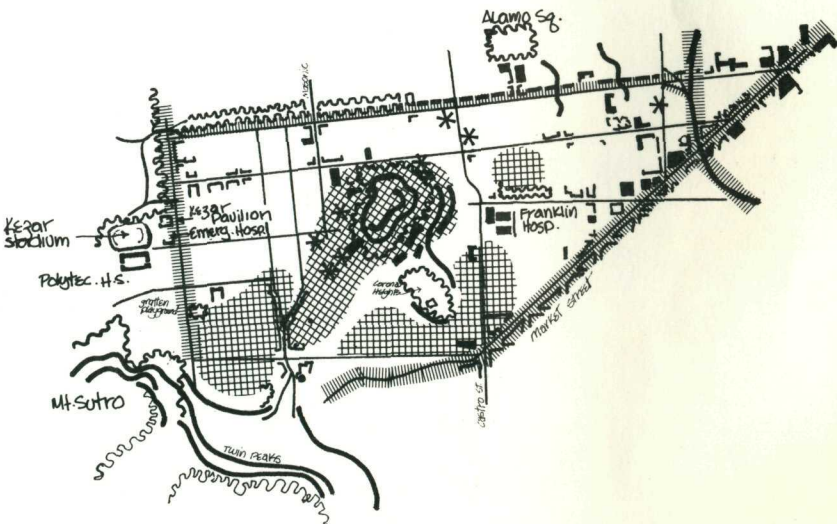
ACTIVITY-MOVEMENT PATTERNS

- LOCAL COMMERCIAL
- CITYWIDE COMMERCIAL
- COMMUNITY FACILITY
- PEDESTRIAN ACTIVITY
- MAJOR MOVEMENT
- MINOR MOVEMENT
- MOVEMENT CONFLICT



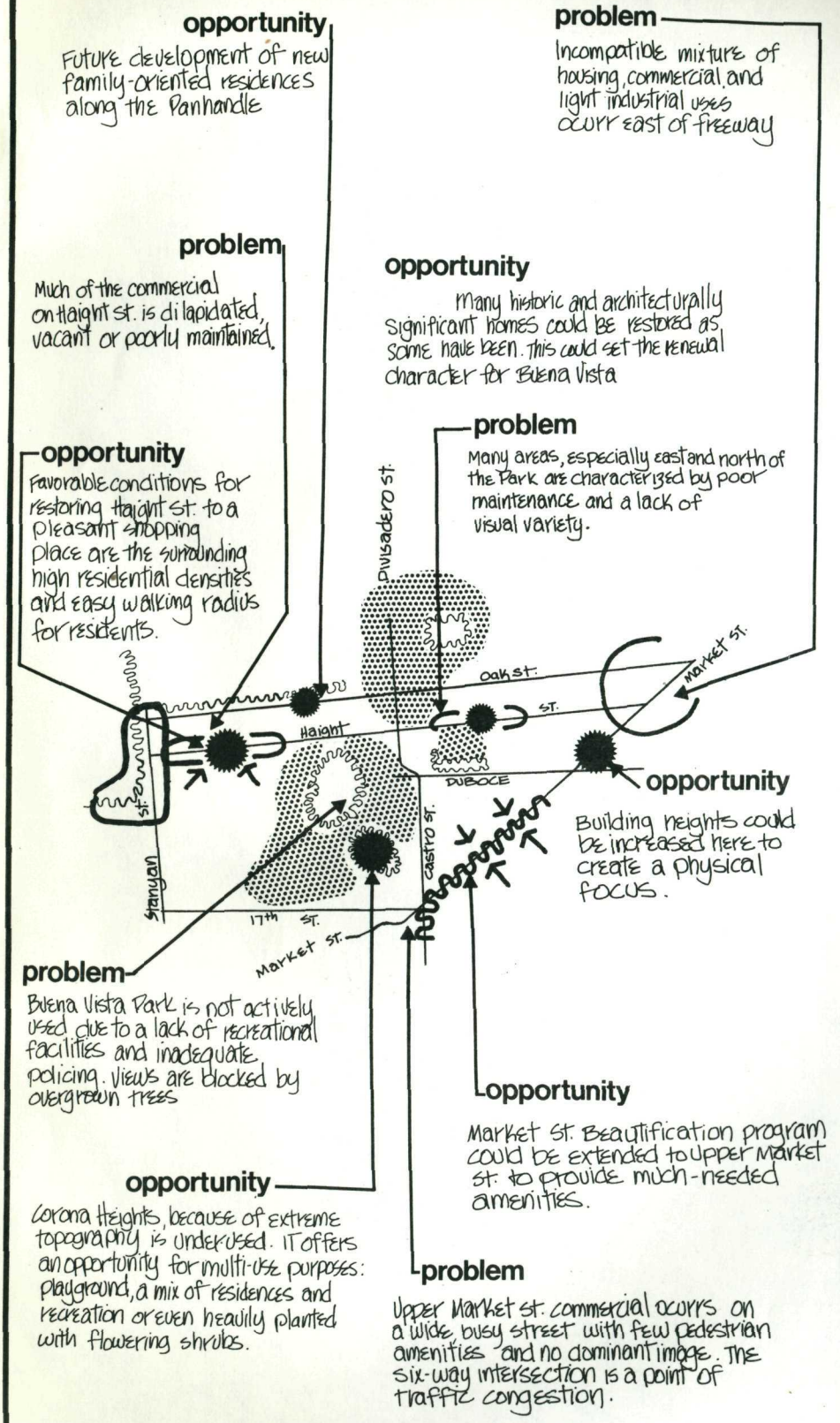
FOCAL POINTS LANDMARKS VIEWS

- MAJOR FOCAL POINT
- MINOR FOCAL POINT
- DIRECTION VIEWED
- LANDMARK
- PRINCIPAL VIEW
- STREETS WITH GOOD VIEWS



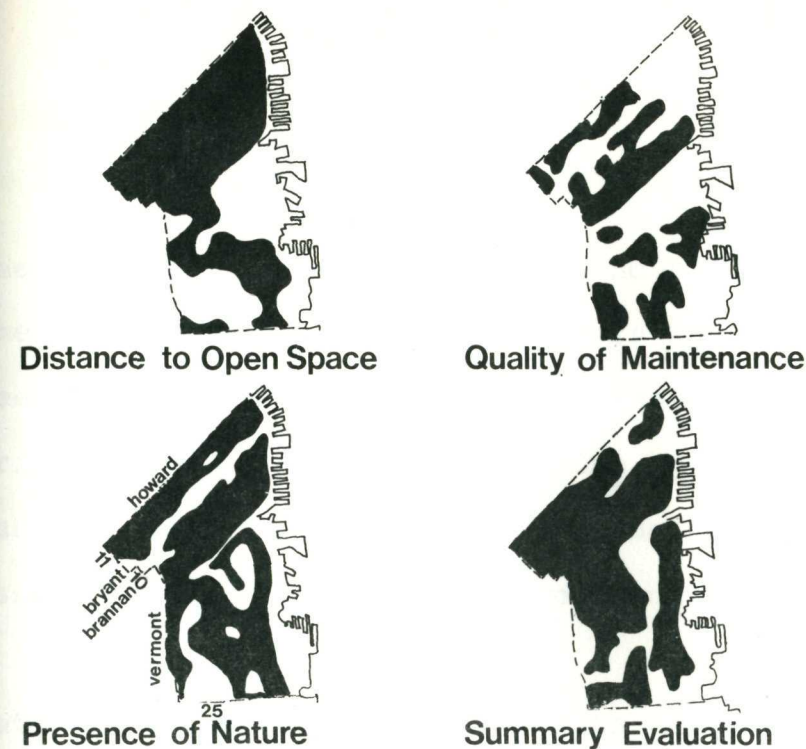
PHYSICAL FORM ELEMENTS

- TOPOGRAPHIC EDGE
- STRONG BUILDING EDGE
- OTHER EDGE
- HIGH BUILDINGS
- CONSISTENT ARCH. CHARACTER
- SIGNIFICANT BLDGS: ARCH./HIST.
- OPEN OR GREEN SPACE



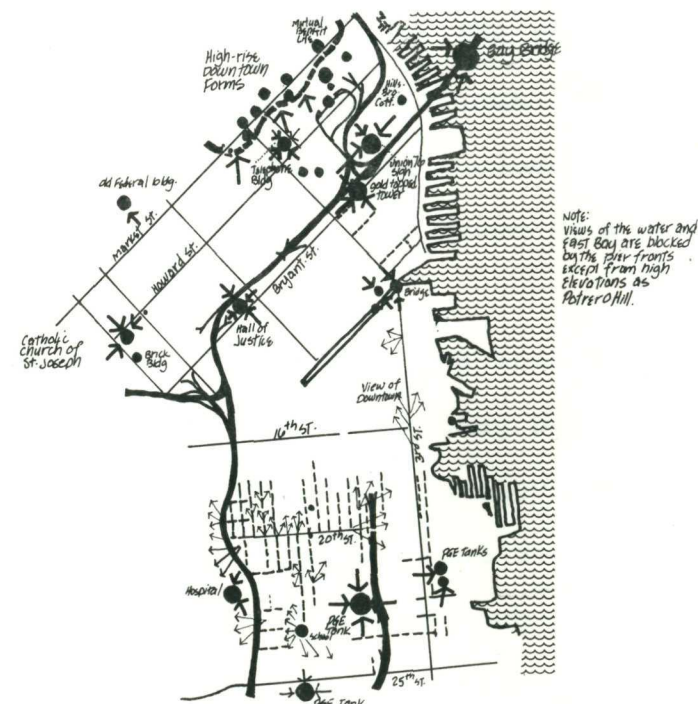
preliminary INTERPRETATION: PROBLEMS OPPORTUNITIES

- AREAS FOR PRESERVATION
- MAJOR OPPORTUNITY
- MAJOR PROBLEM



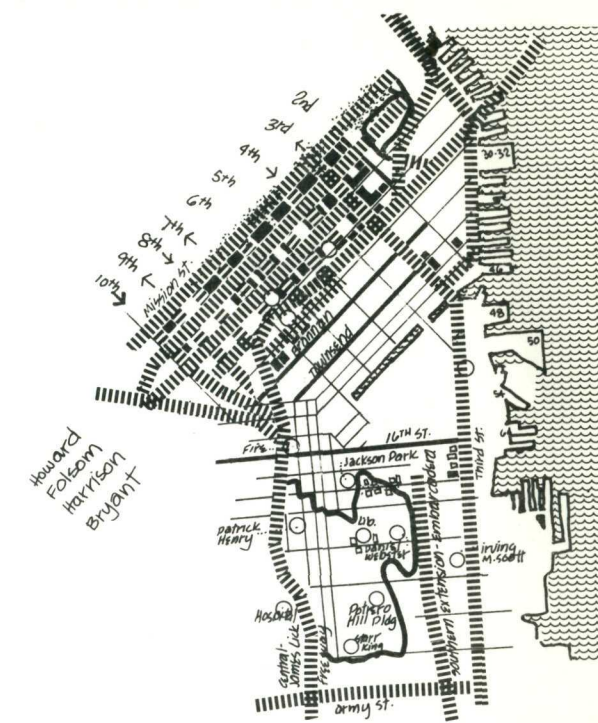
QUALITY OF ENVIRONMENT (GENERALIZED)

BELOW AVERAGE & LOW RATED AREAS



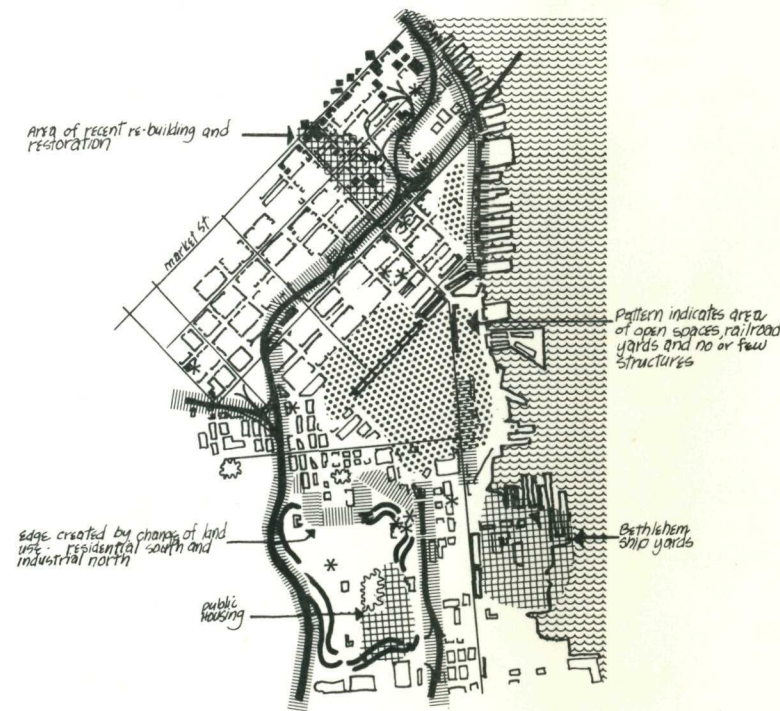
FOCAL POINTS LANDMARKS VIEWS

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ACTIVITY-MOVEMENT PATTERNS

- LOCAL COMMERCIAL
- CITYWIDE COMMERCIAL
- COMMUNITY FACILITY
- PEDESTRIAN ACTIVITY
- MAJOR MOVEMENT
- MINOR MOVEMENT



PHYSICAL FORM ELEMENTS

- TOPOGRAPHIC EDGE
- STRONG BUILDING EDGE
- OTHER EDGE
- HIGH BUILDINGS
- CONSISTENT ARCH. CHARACTER
- SIGNIFICANT BLDGS: ARCH./HIST.
- OPEN OR GREEN SPACE

problem

A major problem is traffic and the lack of a defined circulation system, designed to accommodate the areas diverse kinds of movement.

problem

There is an inadequate supply of off-street loading berths.

opportunity

Renewal efforts of the 25 acre Redevelopment project - Yerba Buena Center should make a significant visual impact in the area, and stimulate other new investments.

problem

Residential units here and in other parts of area are sub-standard and sandwiched between incompatible uses.

opportunity

There are some pockets of rehabilitable housing and several pieces of vacant or underused land that could be developed for residential uses.

opportunity

South Park and immediate surroundings could be renewed for commercial, residential and open space uses.

problem

Physical and visual access to waterfront is minimal.

opportunity

The area's scale: wide streets, large economic enterprises and many potential sites is a design opportunity for redevelopment.

problem

Freeway cuts through area, creating visual confusion and traffic problems.

opportunity

The 103 acre Wisconsin street warehousing site is an opportunity to provide approx. 200 residential units.

problem

Low environmental quality.

problem

Much of this area appears mis-used or under used. The result is a visual confusion and functional conflicts.

opportunity

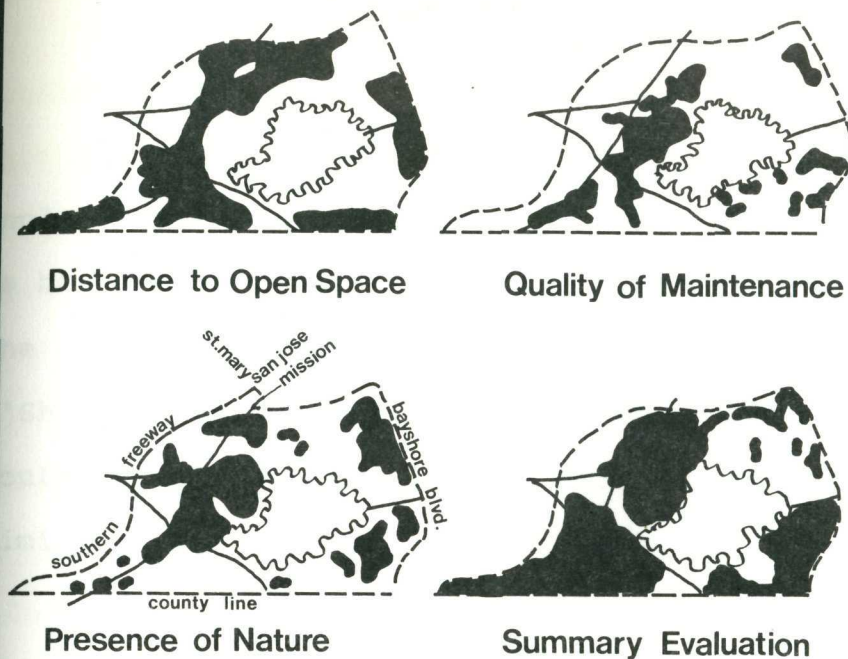
High forms here, could accentuate the hills visual importance and citywide identity.

problem

There is a shortage of usable open, recreation space near residential areas.

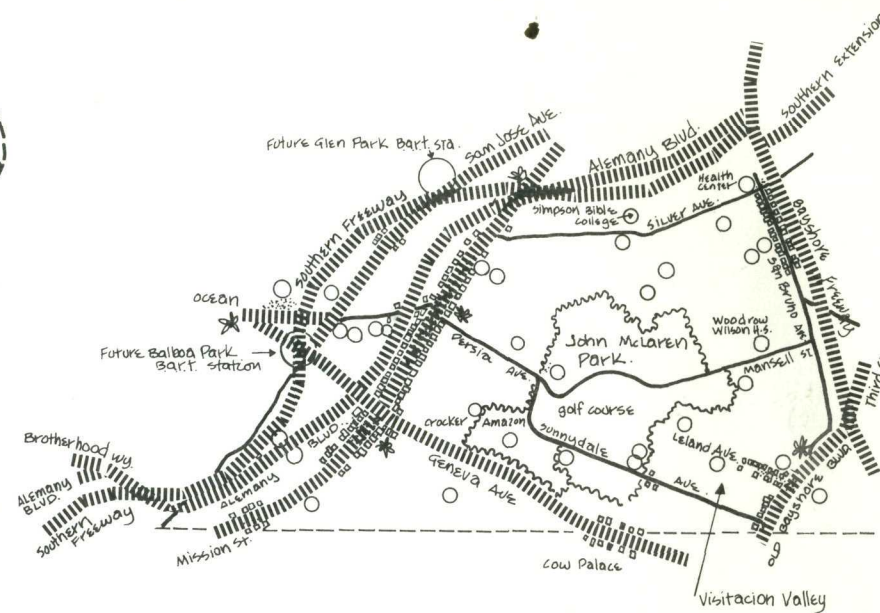
preliminary INTERPRETATION: PROBLEMS OPPORTUNITIES

- AREAS FOR PRESERVATION
- MAJOR OPPORTUNITY
- MAJOR PROBLEM

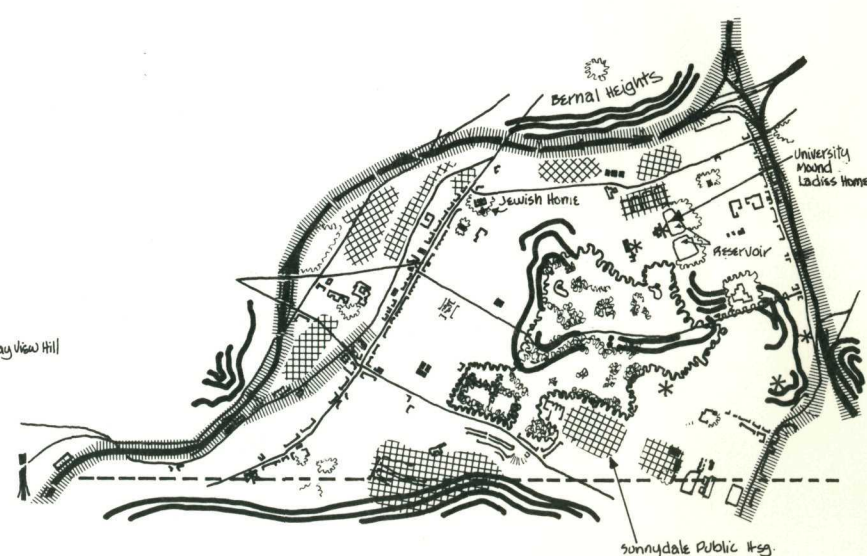
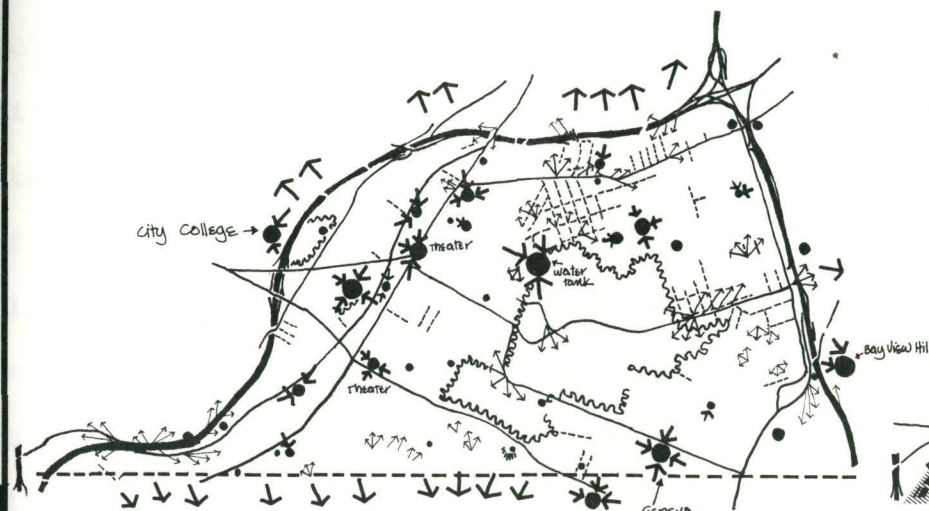


QUALITY OF ENVIRONMENT

(GENERALIZED)
— BELOW AVERAGE & LOW RATED AREAS



ACTIVITY-MOVEMENT PATTERNS



PHYSICAL FORM ELEMENTS

problem

Environmental problems vary from neighborhood to neighborhood in South Central. Generally they are low maintenance, lack of street landscaping or overhead utility wires.

problem

Many of the area's parks are inaccessible for residents. John McLaren is a good example; auto circulation routes are limited and pedestrian access is difficult.

opportunity

A location suitable for high-density residential development to breakup the visual monotony that prevails.

opportunity

Gottingen St. between the 2 schools could be closed off and developed into a community plaza and also augment students' recreation needs.

opportunity

The two future BART stations are a development-inducing potential.

opportunity

Future air-rights development over the reservoir and re-use of the green-house lands are opportunities to provide needed residential units.

problem

Alemany Boulevard cuts a wide, ugly swath through this area. This condition also occurs with San Jose Ave. and the Freeway.

opportunity

A significant design potential lies with the large amount of publically-owned land in close proximity to this BART station.

opportunity

John McLaren Park could contribute to the identity of South Central by increasing the variety of activities provided in the park and improving circulation access.

opportunity

Visitation Valley community center could easily be connected with a walk-way like plaza to the shops on Leland Avenue.

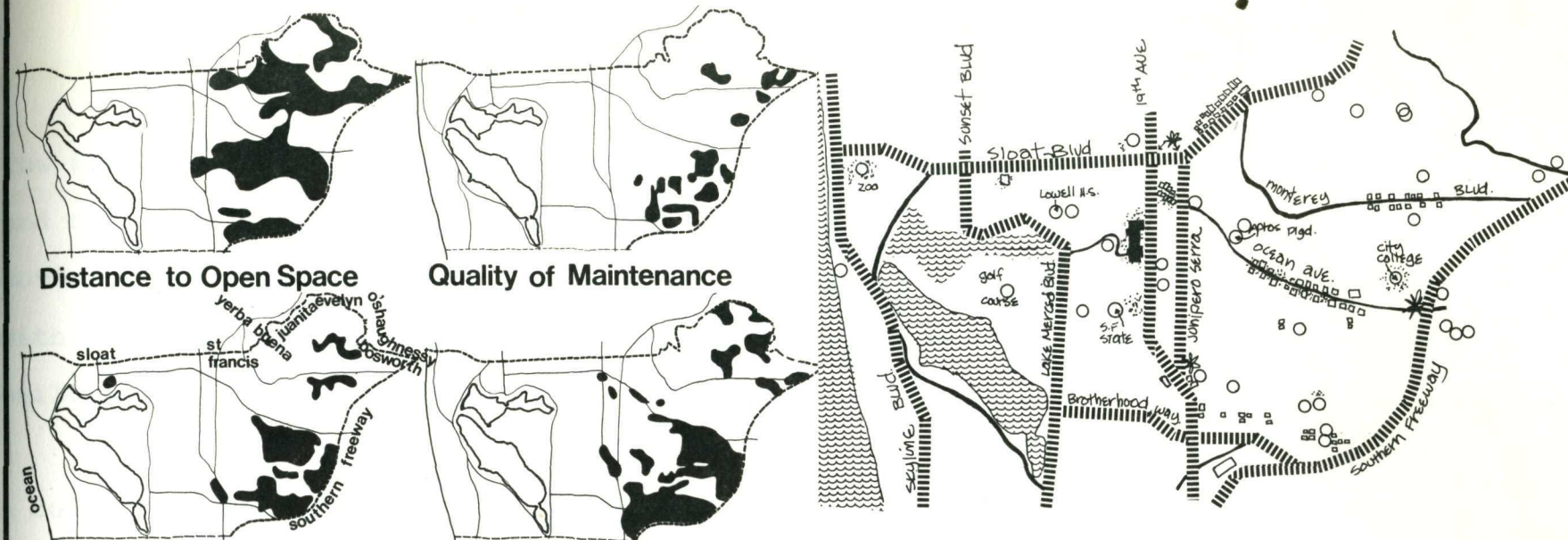
Also, water department lands could be used to provide small neighborhood open spaces that are needed.

problem

Lower Mission St. and Geneva Ave. are visually unpleasant commercial strips with large expanses of parking lots and a confusing separation between street and adjacent uses.

preliminary INTERPRETATION: PROBLEMS OPPORTUNITIES

- AREAS FOR PRESERVATION
- MAJOR OPPORTUNITY
- MAJOR PROBLEM

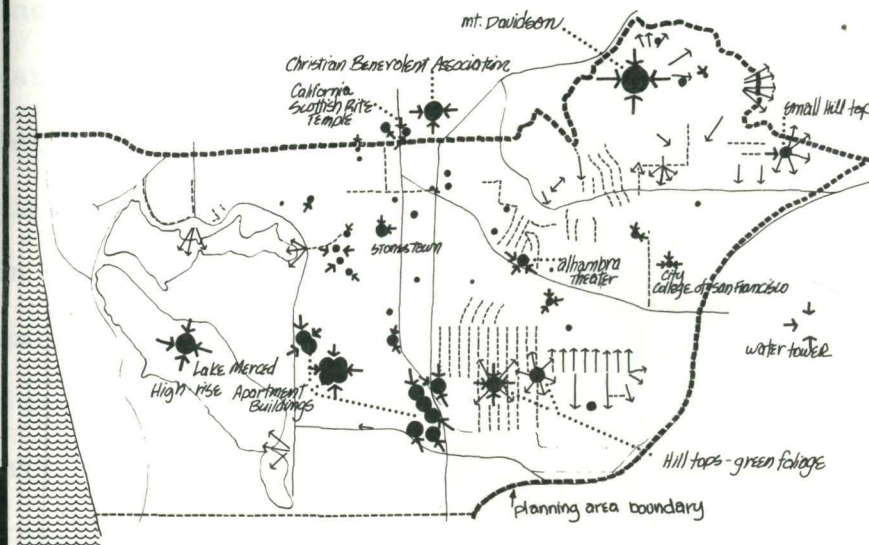


QUALITY OF ENVIRONMENT

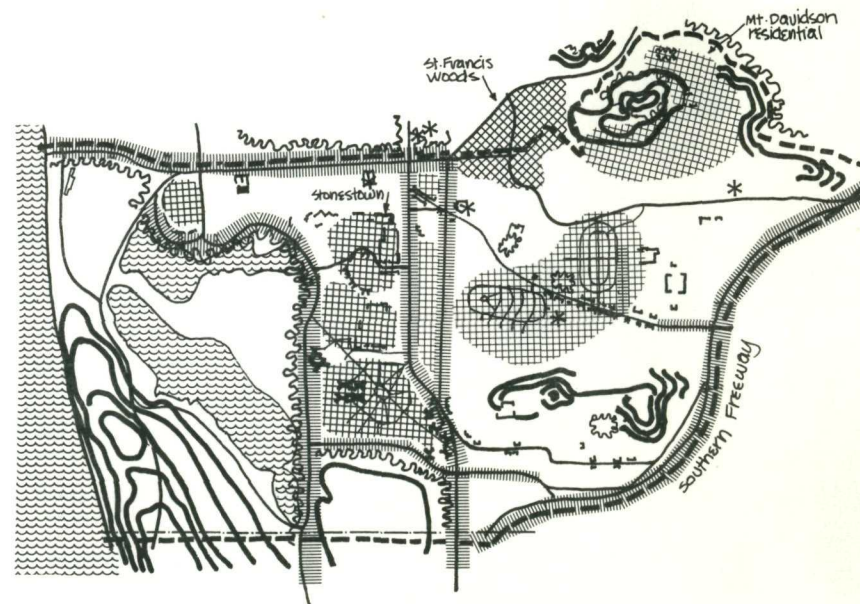
(GENERALIZED)
BELOW AVERAGE & LOW RATED AREAS

ACTIVITY-MOVEMENT PATTERNS

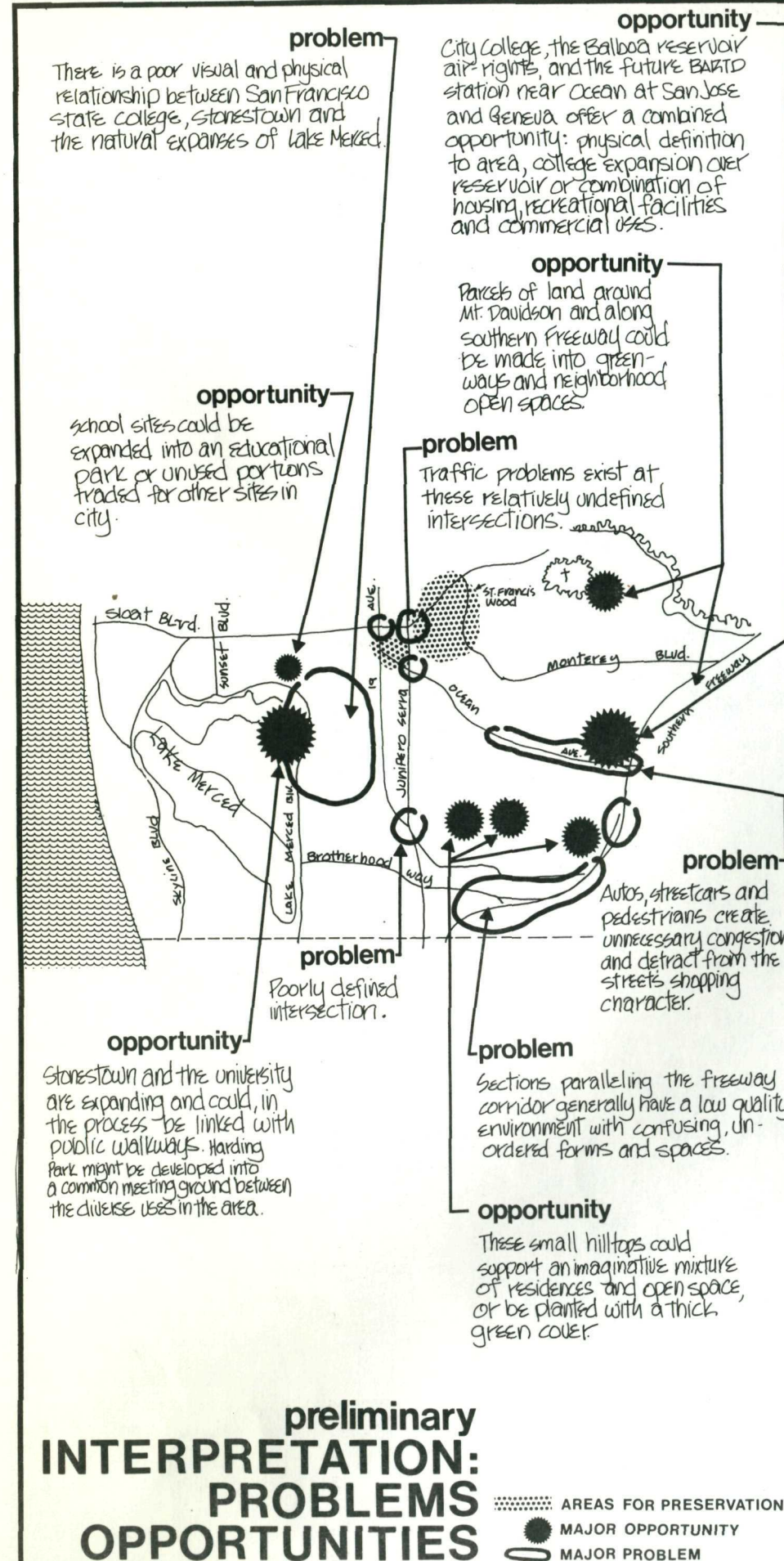
- LOCAL COMMERCIAL
- CITYWIDE COMMERCIAL
- COMMUNITY FACILITY
- PEDESTRIAN ACTIVITY
- MAJOR MOVEMENT
- MINOR MOVEMENT
- MOVEMENT CONFLICT



- MAJOR FOCAL POINT
- MINOR FOCAL POINT
- DIRECTION VIEWED
- LANDMARK
- PRINCIPAL VIEW
- STREETS WITH GOOD VIEWS



- TOPOGRAPHIC EDGE
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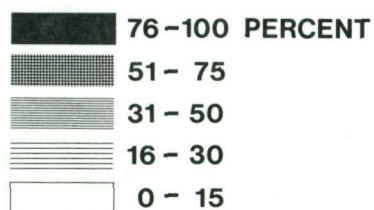
G O L D E N G A T E

S A N F R A N C I S C O B A Y

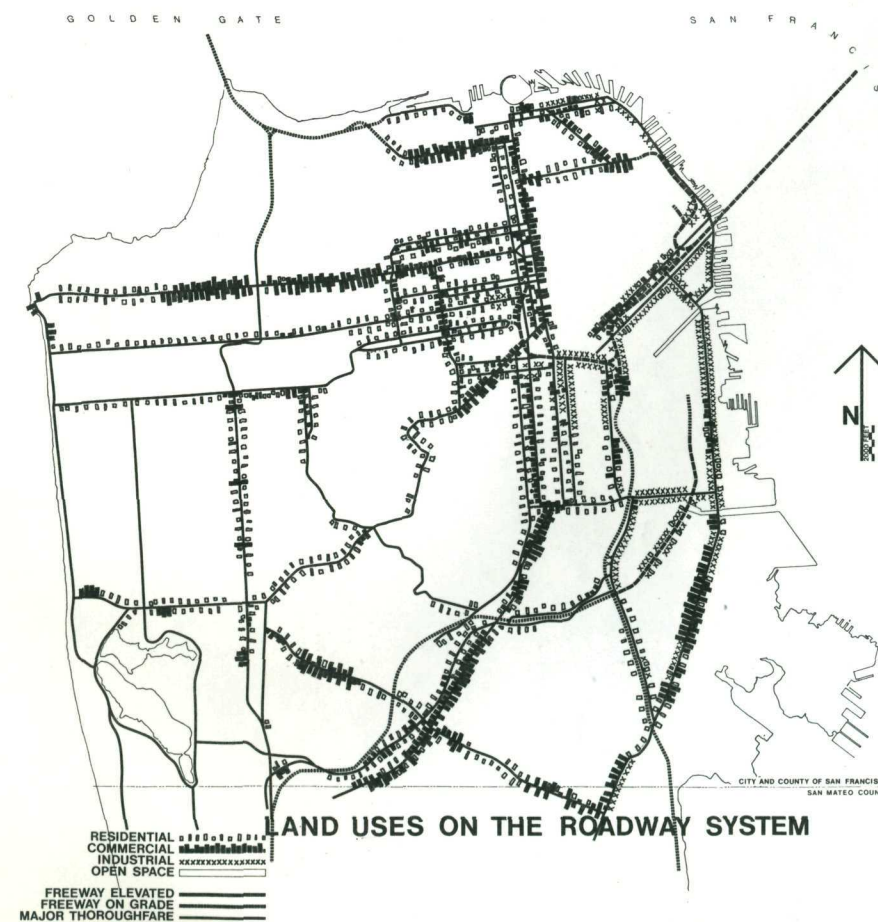
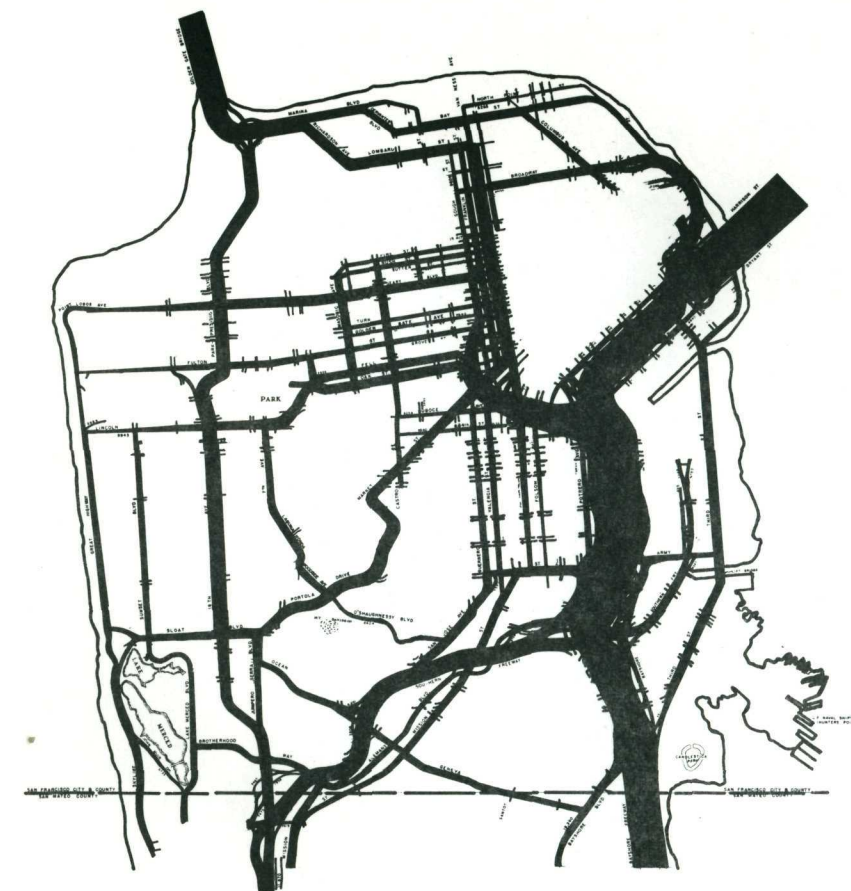
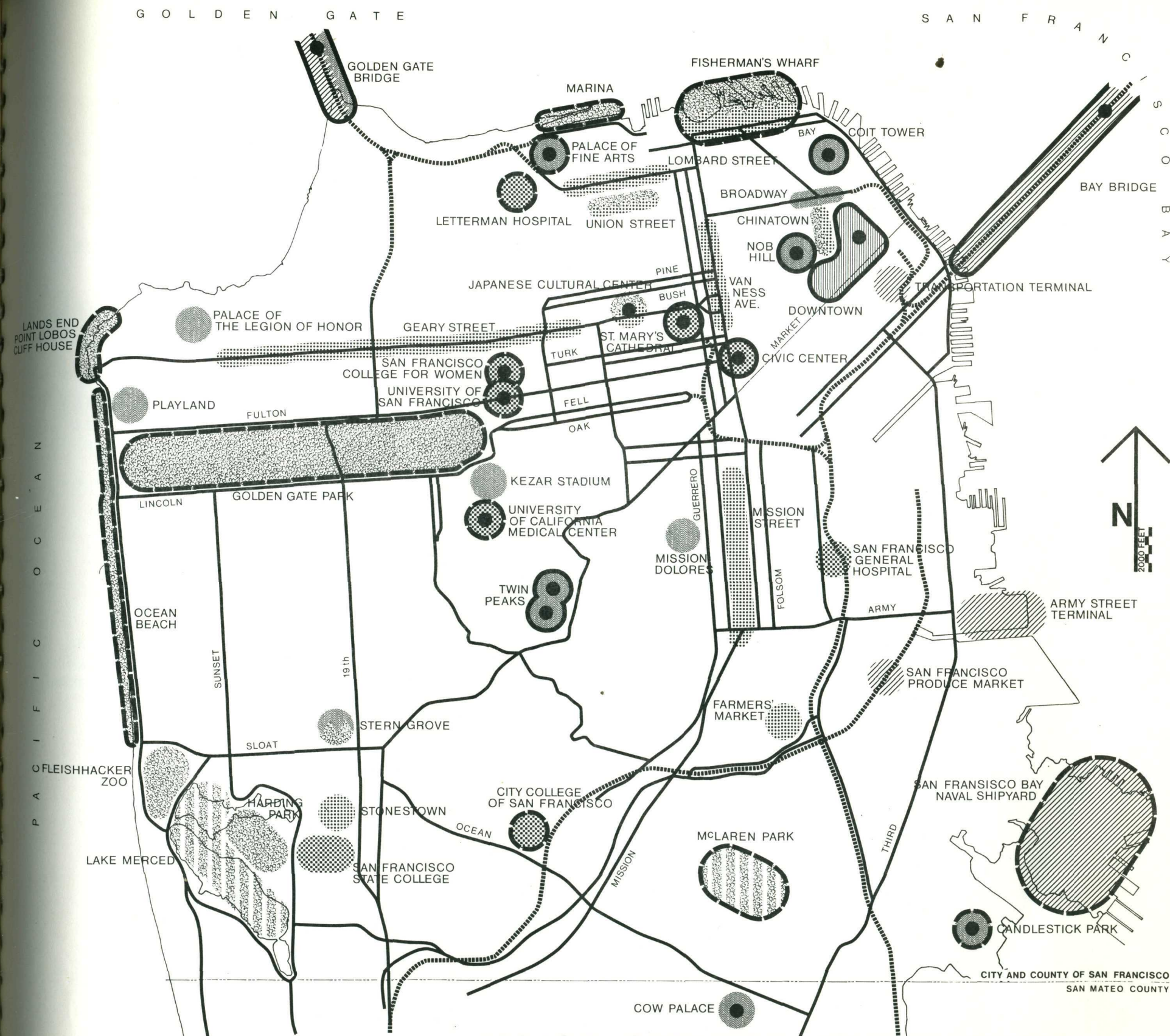
NOT IN SURVEY

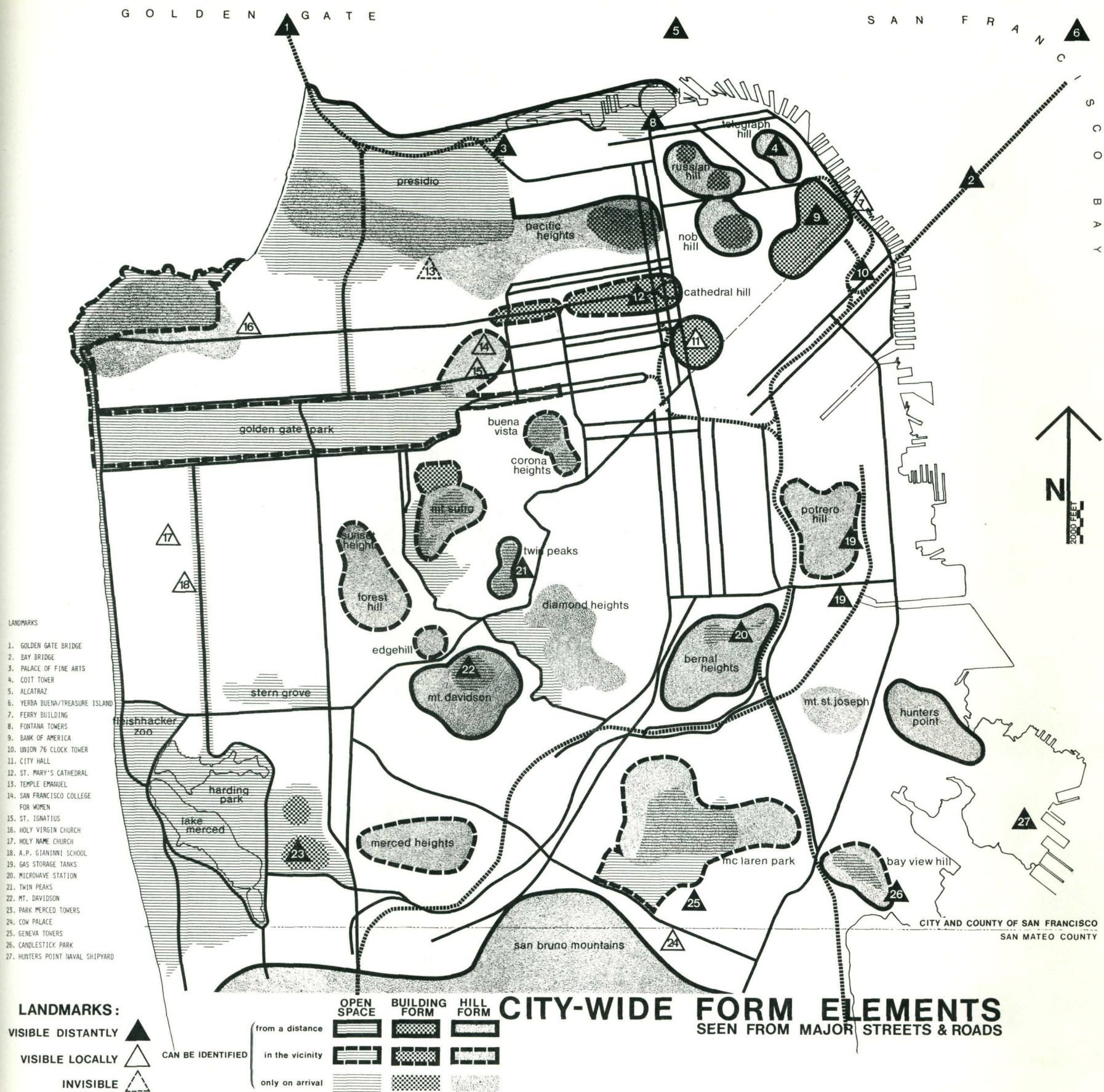
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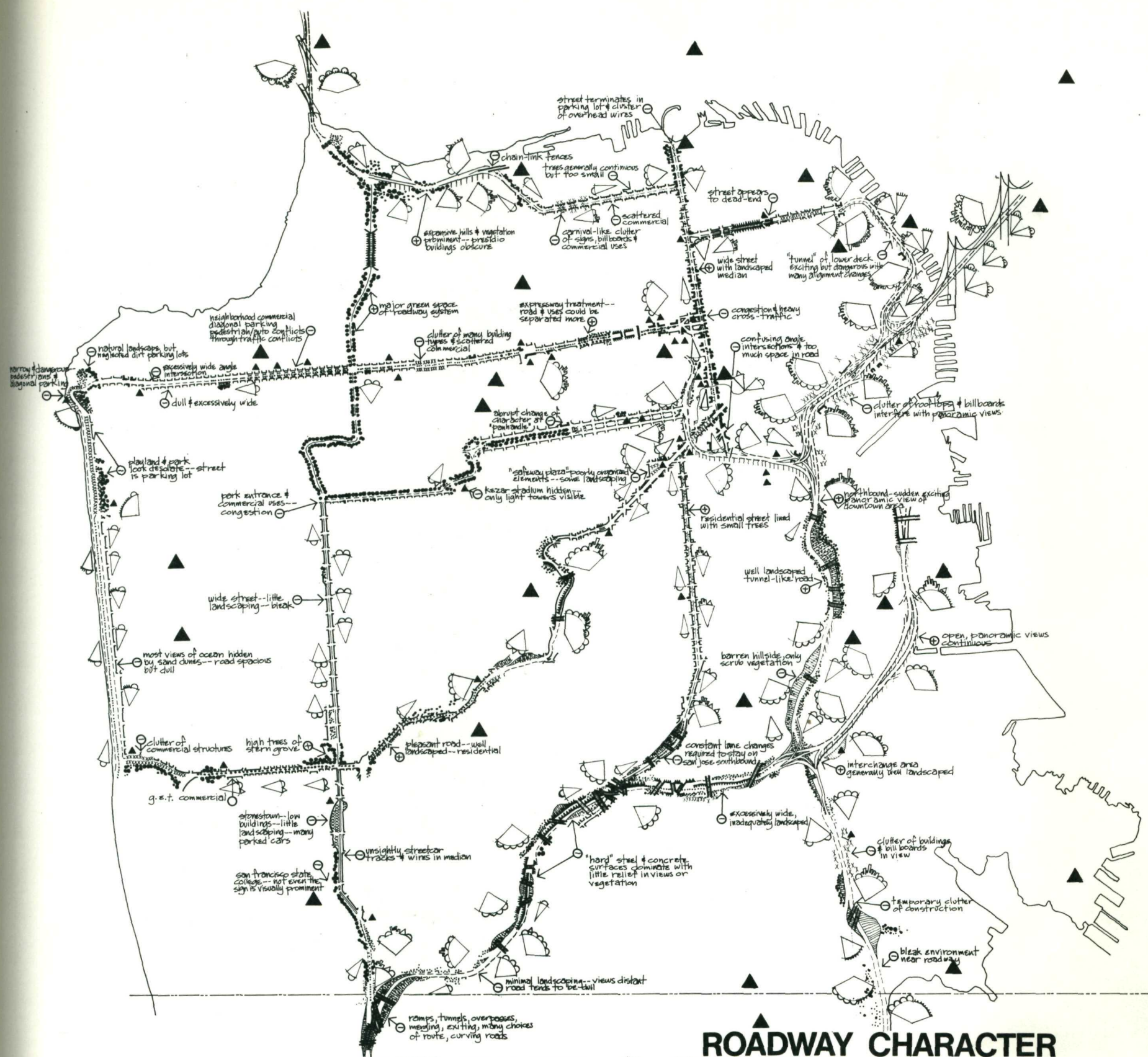
NOT IN SURVEY



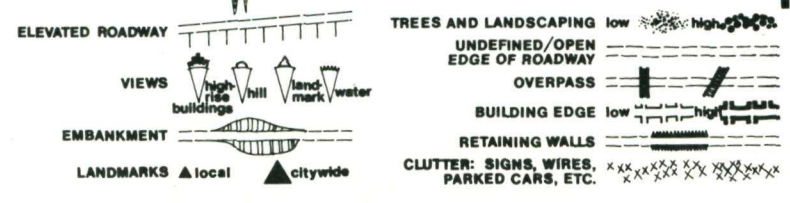
GENERALIZED COVERAGE
PERCENTAGE OF BLOCK COVERED BY BUILDING







ROADWAY CHARACTER




LANDMARKS


1. GOLDEN GATE BRIDGE
2. BAY BRIDGE
3. PALACE OF FINE ARTS
4. COIT TOWER
5. ALCATRAZ
6. YERBA BUENA/TREASURE ISLAND
7. FERRY BUILDING
8. FONTANA TOWERS
9. BANK OF AMERICA
10. UNION 76 CLOCK TOWER
11. CITY HALL
12. ST. MARY'S CATHEDRAL
13. TEMPLE EMANUEL
14. SAN FRANCISCO COLLEGE FOR WOMEN
15. ST. IGNATIUS
16. HOLY VIRGIN CHURCH
17. HOLY NAME CHURCH
18. A.P. GIANNINI SCHOOL
19. GAS STORAGE TANKS
20. MICROWAVE STATION
21. TWIN PEAKS
22. MT. DAVISON
23. PARK MERCED TOWERS
24. CON PALACE
25. GENEVA TOWERS
26. CANDLESTICK PARK
27. HUNTERS POINT NAVAL SHIPYARD


DISTINCTIVE INTERSECTION 


LANDMARKS  visible  invisible  local


VIEWS OF MAJOR LANDMARKS 

STRONG OR DISTINCTIVE CHARACTER 

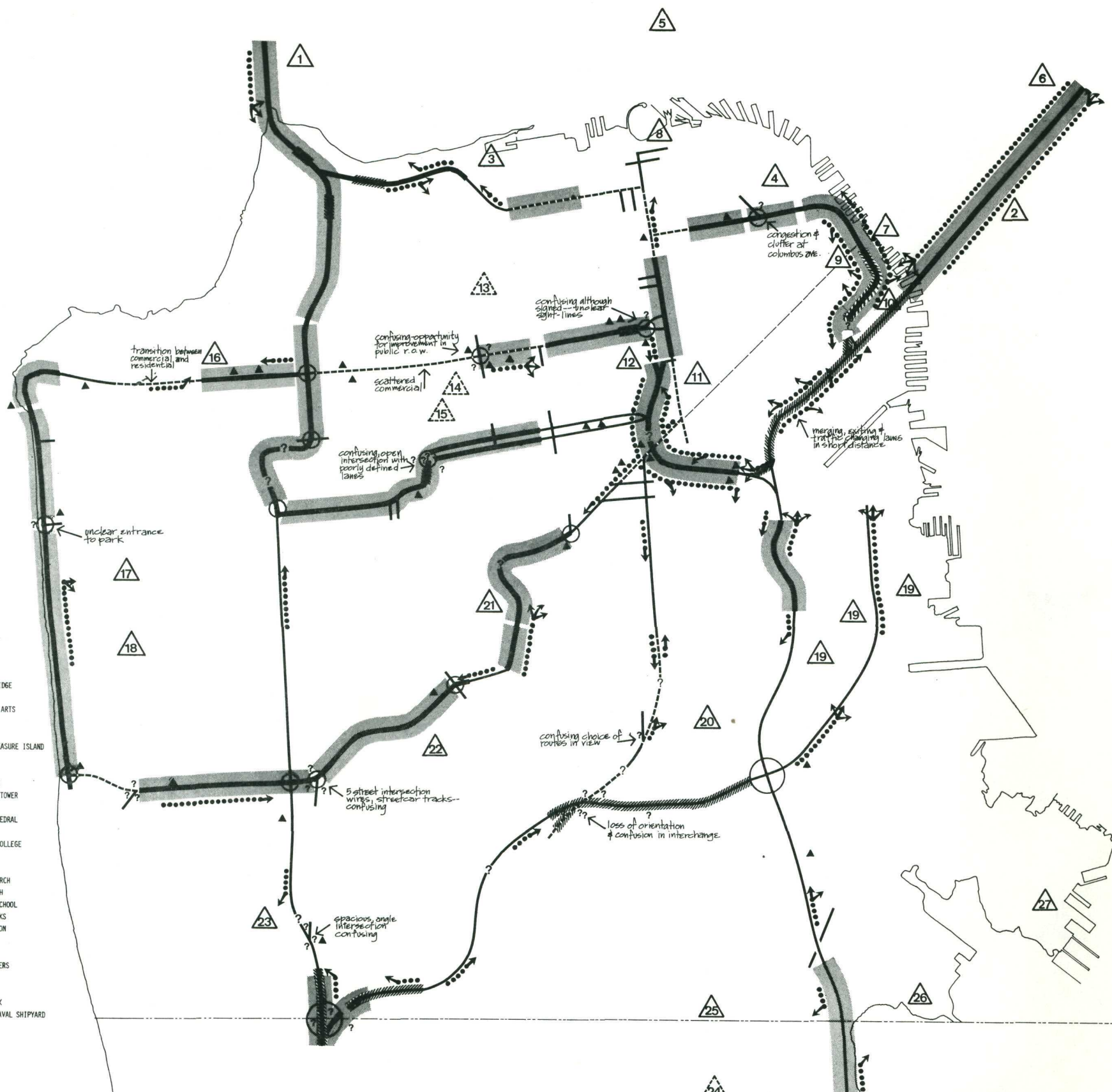
WEAK OR BLAND CHARACTER 

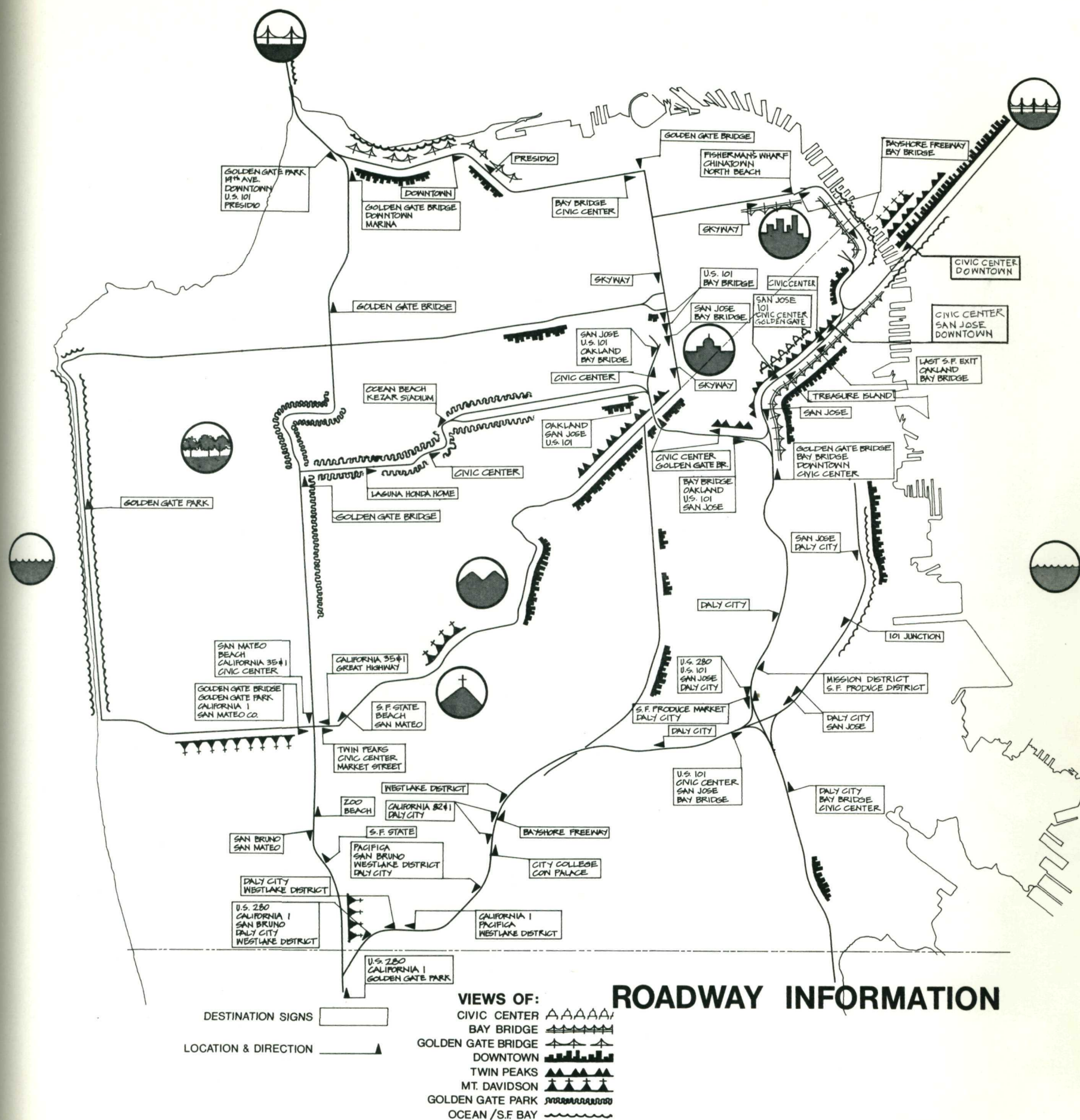
DISRUPTED/COMPLEX CHARACTER 

DIRECTIONAL CONFUSION 

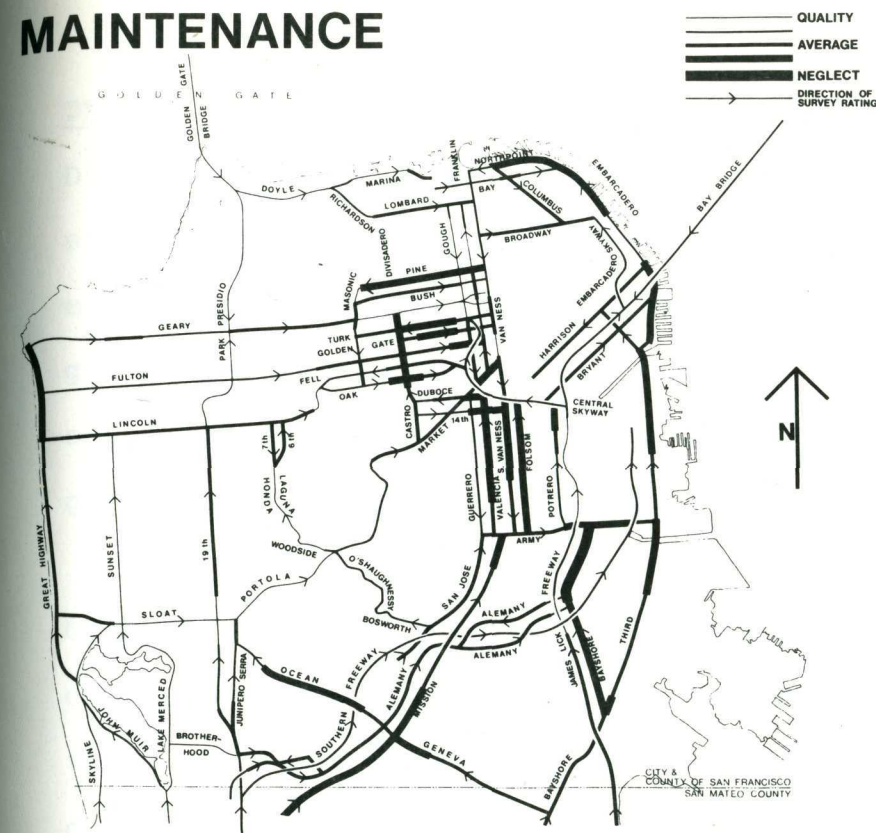
DIFFICULT DECISION AREA 

ROADWAY IDENTITY & STRUCTURE





MAINTENANCE



quality

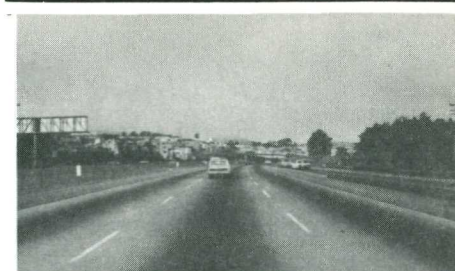
+

TRAVELERS PREFER WELL-MAINTAINED, HIGH-QUALITY MATERIALS, AND DETAILED DESIGN IN THE ROAD ENVIRONMENT. THEY LIKE:

MANY TRAVELERS DISLIKE AREAS OF NEGLECT AND POOR MAINTENANCE AS EVIDENCED BY:

-

neglect



A

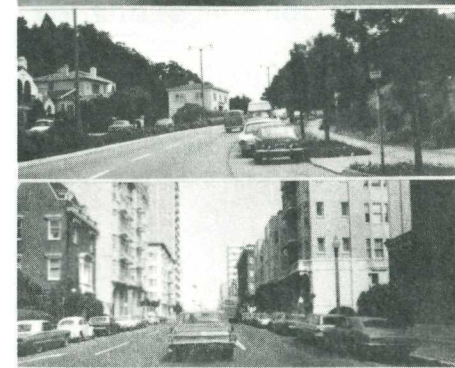
channel

CLEAN NEW ROADS, CURBS, WALLS, WELL-KEPT SIDEWALKS AND GENEROUS LANDSCAPING

channel

UNEVEN, BROKEN AND UNSIGHTLY ROAD SURFACES, CURBS, MEDIAN STRIPS, AND CHAIN LINK FENCES

E
F



B
C

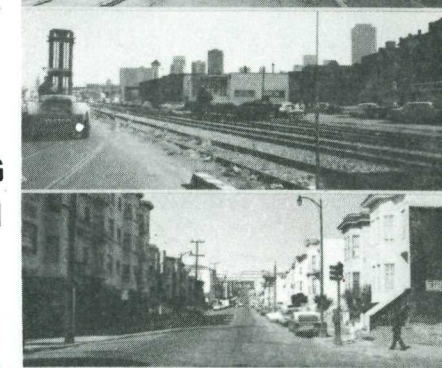
near environment

NEW CUSTOM DESIGNED BUILDINGS OF QUALITY MATERIALS, CAREFULLY LANDSCAPED, SUGGESTING A HIGH SOCIAL STATUS

near environment

DILAPIDATED BUILDINGS WITH PEELING PAINT, POOR MATERIALS, UNKEPT VEGETATION, OR TRASH

G
H



D

overall environment

WELL DESIGNED AND MAINTAINED GENERAL ENVIRONMENT QUALITY MATERIALS, AND THE ABSENCE OF GENERAL CLUTTER

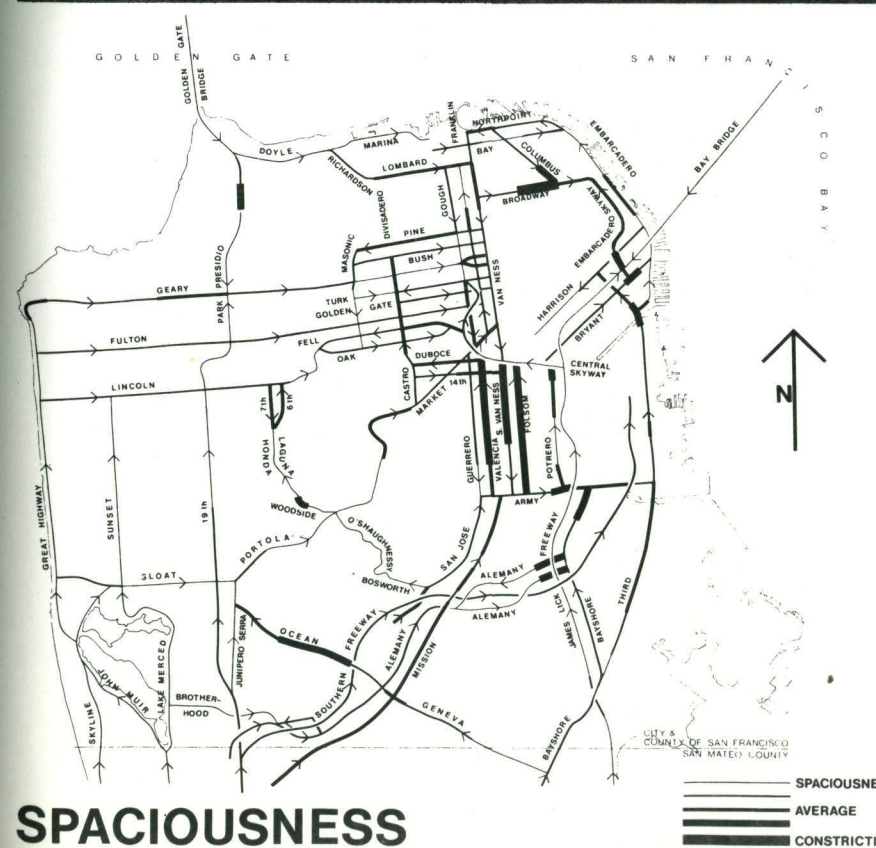
overall environment

JUNKYARDS, GARBAGE DUMPS, NEGLECTED LOTS (WEED-FILLED), UNSIGHTLY PARKING LOTS, USED CAR LOTS AND GENERAL CLUTTER IN THE ENVIRONMENT

I



ROAD ENVIRONMENT SURVEY: CRITERIA AND RATING DESCRIPTIONS



SPACIOUSNESS

spaciousness

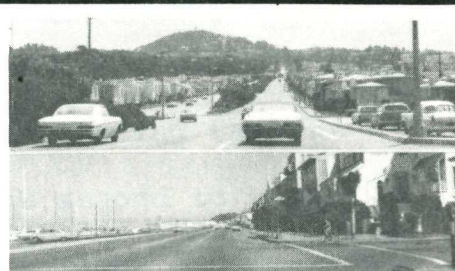
+

MANY TRAVELERS PREFER A SPACIOUS ROAD ENVIRONMENT WITH:

MANY TRAVELERS DISLIKE A FEELING OF CONSTRICTION IN THE ROADWAY CAUSED BY:

-

constriction



A
B

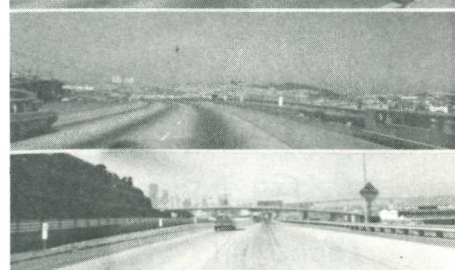
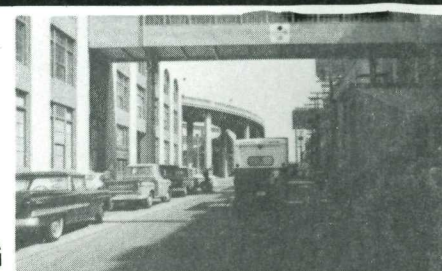
channel

BROAD, GENEROUS, SOMETIMES MONUMENTAL ROAD CHANNELS, TRAVEL LANES, RIGHTS OF WAY

channel

NARROW ROAD CHANNELS WITH BUILDINGS OR HIGH WALLS SET CLOSE TO THE ROAD

G



C
D

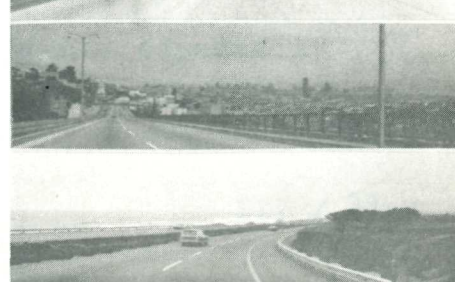
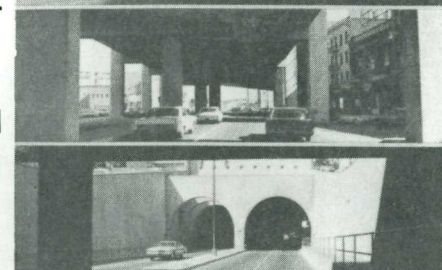
near environment

SETBACK OF BUILDINGS AND ELEVATED FREEWAYS WITH EXPANSIVE VIEWS

near environment

OVERHEAD BRIDGES, TUNNELS, DEPRESSED CUTS, FREEWAY INTERCHANGES, OR LOWER DECKS OF ELEVATED FREEWAYS

H
I



E
F

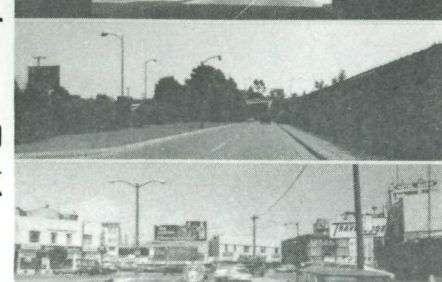
overall environment

WIDE OR PANORAMIC VIEWS AHEAD ON THE ROADWAY

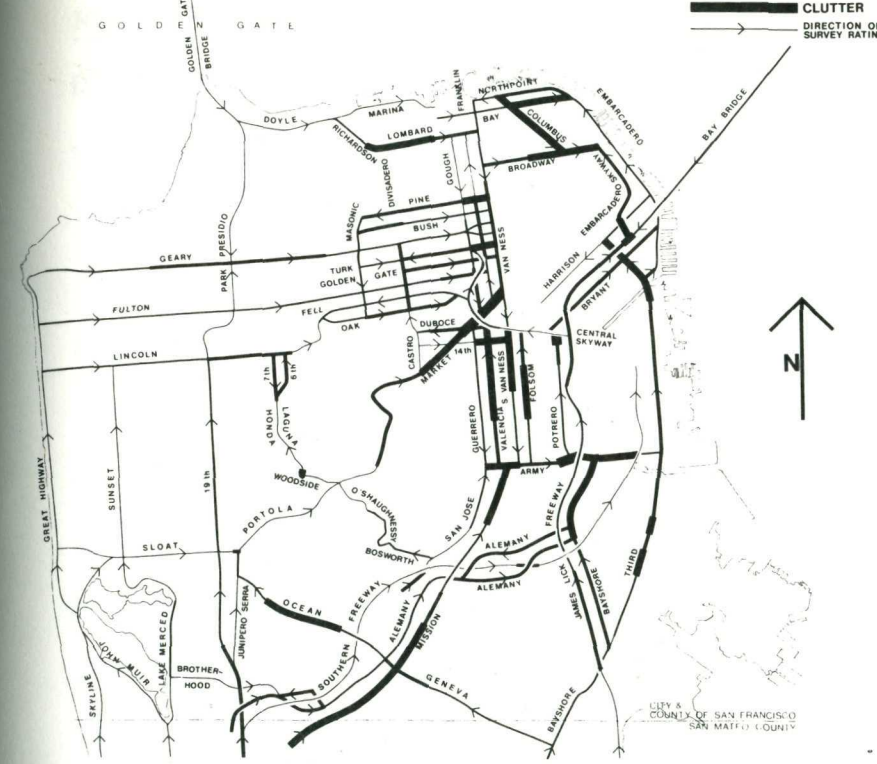
overall environment

LACK OF VIEWS, AND VISUAL BARRIERS ON THE ROAD AHEAD

J
K



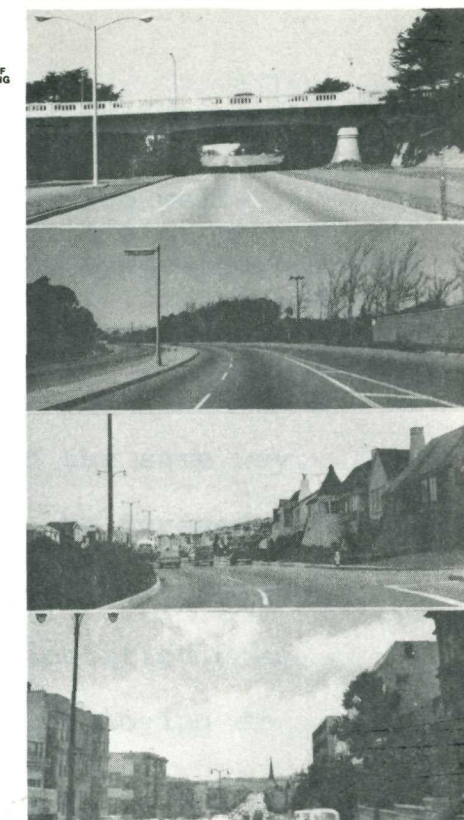
ORDER



order

+

TRAVELERS PREFER SIMPLE, WELL-ORGANIZED TRIPS SO LONG AS THEY ARE NOT TOO MONOTONOUS. THEY LIKE:



A
B

C

D

channel·

ORDERLY SPATIAL SEQUENCES, CLEAR AND COMPLETE APPROACHES TO GOALS, WELL-ORGANIZED VIEWS AND A GOOD 'FIT' BETWEEN THE ROAD AND ITS ENVIRONMENT

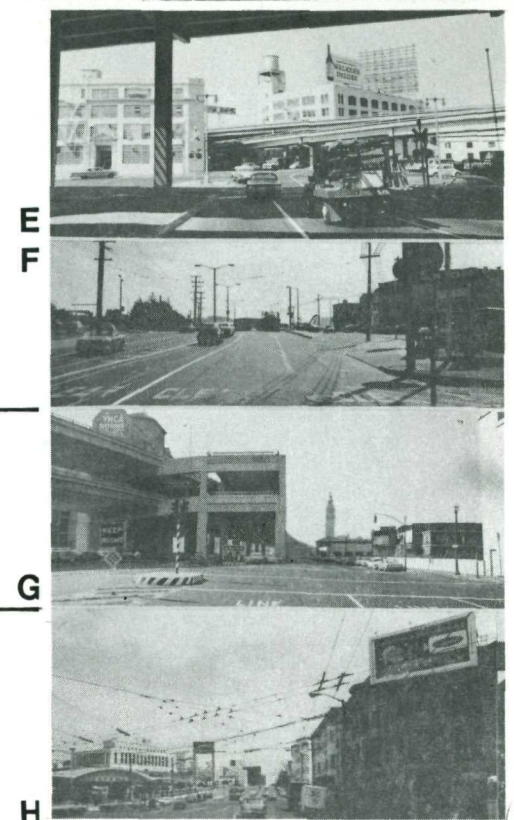
near environment·
SIMPLE, DECISIVE CURVES, RAMPS AND GRADES, LOGICAL SEQUENCES AND RHYTHMS OF MOVEMENTS AND DECISIONS

overall environment·
AN ORGANIZED ENVIRONMENT WITH BUILDINGS OF RELATED SIZE, SCALE & USE, AND WELL-GROUPED SIGNS, TREES, LANDSCAPING, CARS, BILLBOARDS AND OTHER ELEMENTS

TRAVELERS DO NOT LIKE SITUATIONS WHICH ARE OVERWHELMING, DISRUPTED, CLUTTERED OR OTHERWISE DISTRACTING:

-

clutter



E
F

G

H

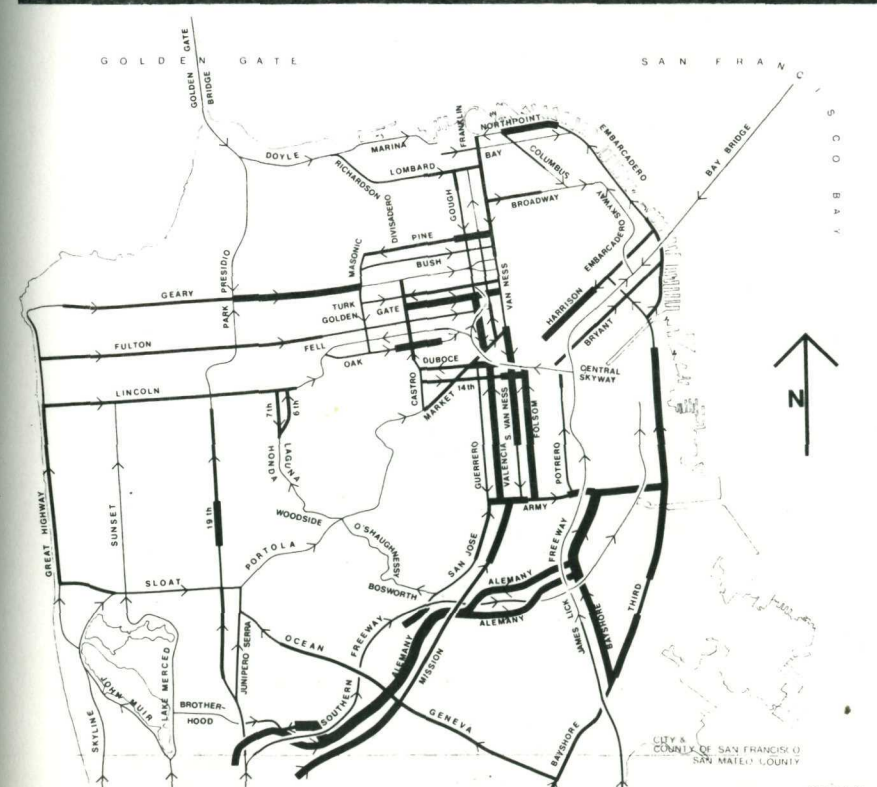
channel·

COMPLEXITY CAUSED BY TOO MANY TURNS, STOPS, HILLS OR OTHER ALIGNMENT CHANGES OR COMPLEX TRAFFIC MOVEMENTS

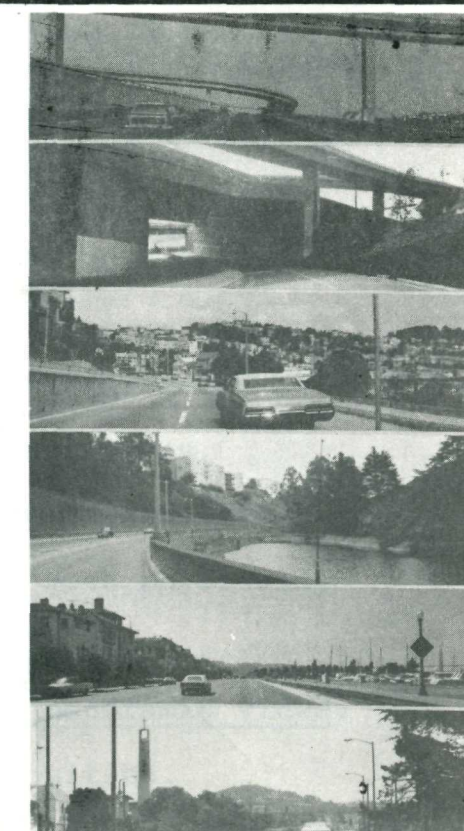
near environment·
EXCESSIVE SPATIAL CONFINEMENT, DISRUPTION OR CHANGE, CONFLICTING POORLY SEEN AND EMPTY VIEWS, JAGGED LEFTOVER SPACES AND OTHER MISFITS

overall environment·
CHAOTIC ENVIRONMENT OF CONSTRUCTION ACTIVITY, CLUTTERED AND UNRELATED BUILDINGS, EMPTY LOTS, REAR FACADES, SIGNS, BILLBOARDS, OVERHEAD WIRES, POLES, PARKED CARS

ROAD ENVIRONMENT SURVEY: CRITERIA AND RATING DESCRIPTIONS



MONOTONY



A
B

C
D

E
F

channel·

CURVING ROADWAY ALIGNMENTS, ROLLER-COASTER MOVEMENTS, DIFFERENTIATED SEQUENCES OF MOVEMENT AND DECISION

near environment·

VARIATIONS IN STRUCTURES, TREES AND LANDSCAPING, DRAMATIC CONTRASTS AND SEQUENCES OF SPACE, SHORT TUNNELS, OPEN SPACES, OR CHANGING VIEWS FROM LEFT TO RIGHT

overall environment·
VIEWS OF INTERESTING ACTIVITIES AND PLACES, OTHER TRANSPORTATION ROUTES, BOATS, DOCKS, INDUSTRY AND SKYLINES, SO LONG AS THERE IS TIME TO SEE THEM AND THEY ARE NOT OVERWHELMING

channel·

LONG STRAIGHT ROADS WITH NO VARIATION IN SPEED OR DECISION SPACING

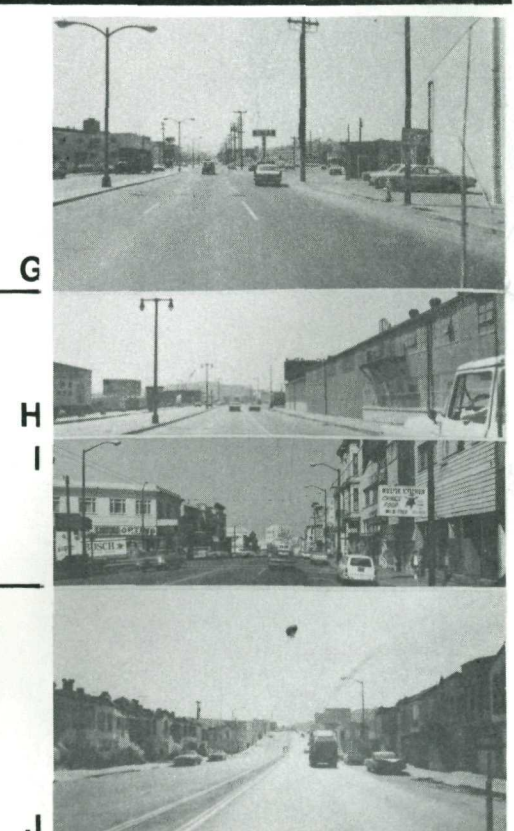
near environment·

ROADS WITH UNIFORM SETBACKS OR WIDTH OF ROAD CHANNEL, CONTINUOUSLY OPEN SPACES, OR UNCHANGING VIEWS

overall environment·
LACK OF TREES OR OTHER LANDSCAPING, VIEWS OR ACTIVITY (SIGNS OF LIFE) UNIFORM STYLE, COLOR, TEXTURE OF BUILDINGS, PAVEMENT, STREET LIGHTING OR OTHER FURNITURE

-

monotony



G

H
I

J

variety

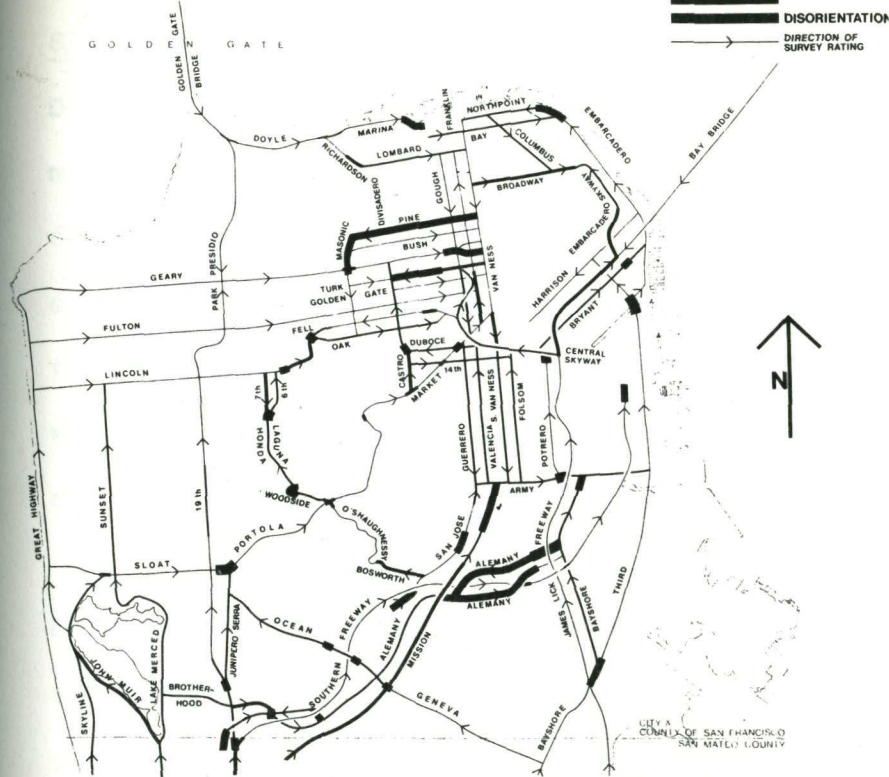
+

TRAVELERS USUALLY PREFER VARIATION WITHIN AN OPTIMAL RANGE. MANY ENJOY:

TRAVELERS LOSE ATTENTION AND BECOME BORED IF THE ROAD ENVIRONMENT IS MONOTONOUS. MANY DISLIKE:

-

CLARITY OF THE ROUTE



clarity

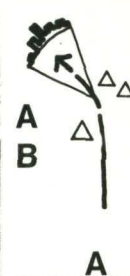
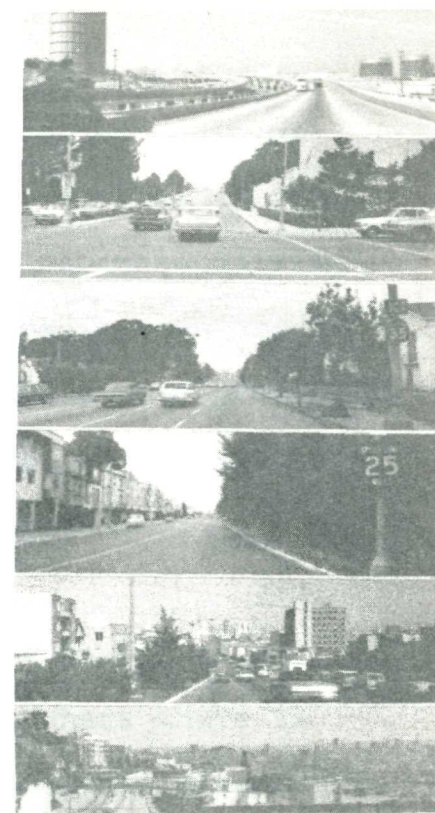
+

TRAVELERS GAIN A CLEAR ORIENTATION ON THE SYSTEM IF:

TRAVELERS LOSE A SENSE OF WHERE THEY ARE AND A SENSE OF DIRECTION IF:

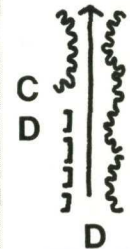
-

disorientation



differentiation

INTERSECTIONS AND SECTIONS OF THE ROAD ARE CLEARLY DIFFERENTIATED IN A SYSTEMATIC WAY



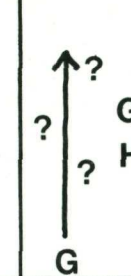
continuity

MOVEMENT AND CHARACTER ARE CONTINUOUS ALONG IMPORTANT ROUTES, EVEN THROUGH INTERSECTIONS



direction

DIRECTIONS REMAIN CONSISTENT OR CHANGE DEFINITELY AND VISIBILITY AROUND THE ROAD IS HIGH TO AID SPATIAL REFERENCING



differentiation

THE ROUTE IS UNDIFFERENTIATED, ALL THE SAME, OR RANDOMLY CHANGING, AND INTERSECTING STREETS ARE UNDIFFERENTIATED



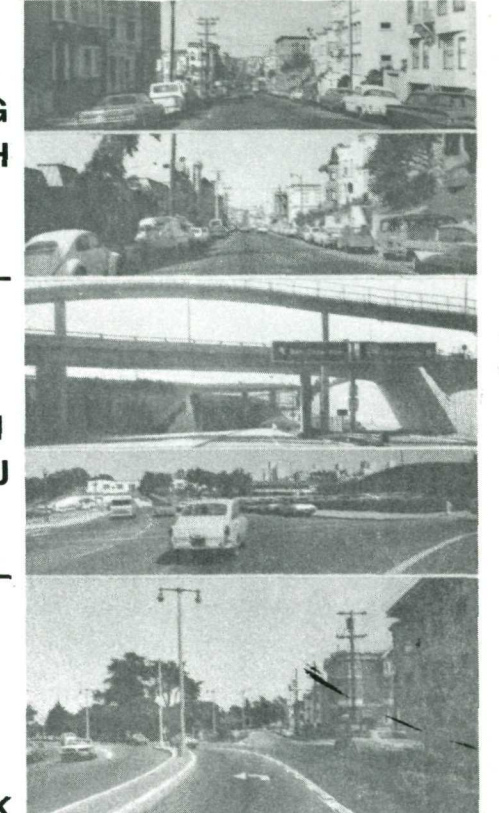
continuity

MOVEMENT IS CONTINUALLY DISRUPTED OR AMBIGUOUS AND THE CHARACTER BREAKS TOO DRAMATICALLY, ESPECIALLY IN THREE OR FIVE STREET INTERSECTIONS



direction

DIRECTIONS DO NOT CHANGE CLEARLY AND CONSISTENTLY, ROADS CURVE AMBIGUOUSLY AND THERE ARE NO ACCOMPANYING VIEWS OF LANDMARKS OR REFERENCE POINTS

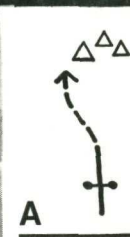
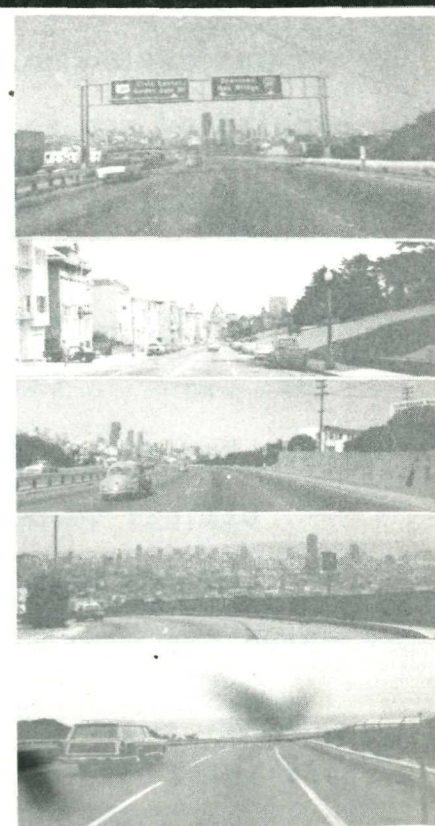


ROAD ENVIRONMENT SURVEY: CRITERIA AND RATING DESCRIPTIONS



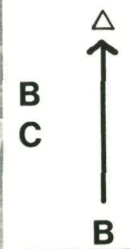
ORIENTATION TO MAJOR DESTINATIONS

CLARITY
AVERAGE
DISORIENTATION
DIRECTION OF SURVEY RATING



signs

FREQUENT SIGNING WHICH IS GRAPHICALLY AND VERBALLY CONCISE AND DISTINCT



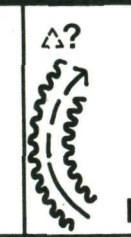
direct routes

ROUTES WHICH ARE DIRECT AND ALLOW VIEWS OF THE DESTINATION



views

VIEWS OF LANDMARKS THAT ARE DESTINATIONS OR SIGNAL DESTINATIONS



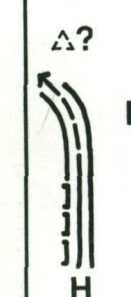
signs

THE ROAD SYSTEM LACKS CLEAR SIGNS INDICATING THE CORRECT ROUTE TO MAJOR DESTINATIONS



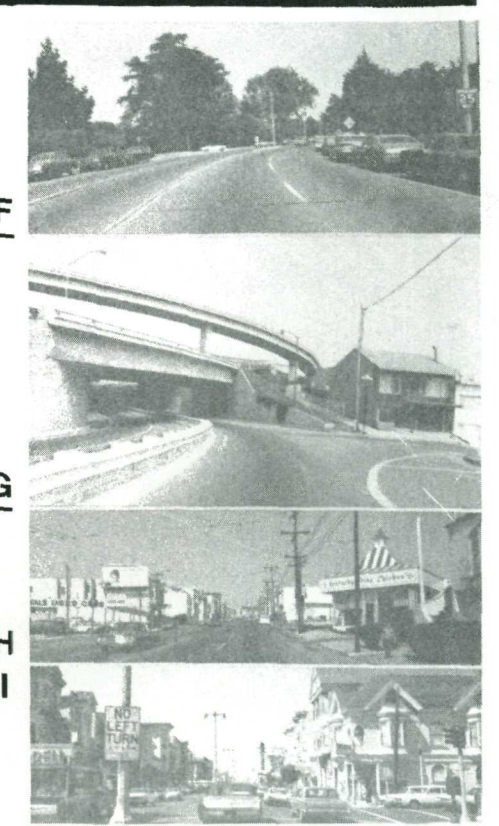
direct routes

ROUTES TO THEM ARE INDIRECT WITHOUT VIEWS OF THE DESTINATION



views

DESTINATIONS LACK VISUAL PROMINENCE OR IDENTIFICATION BY NEARBY LANDMARKS



clarity

+

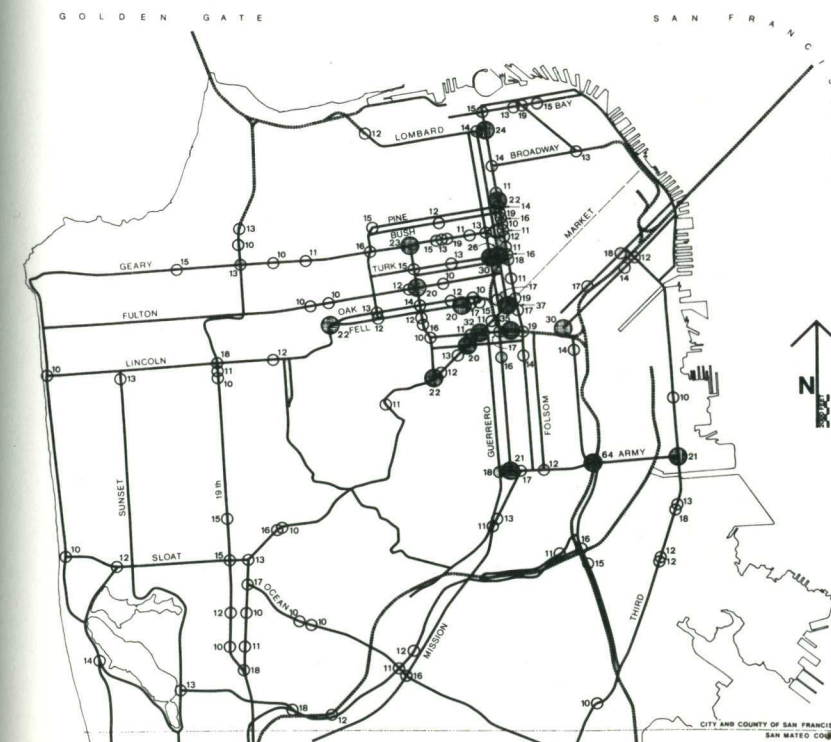
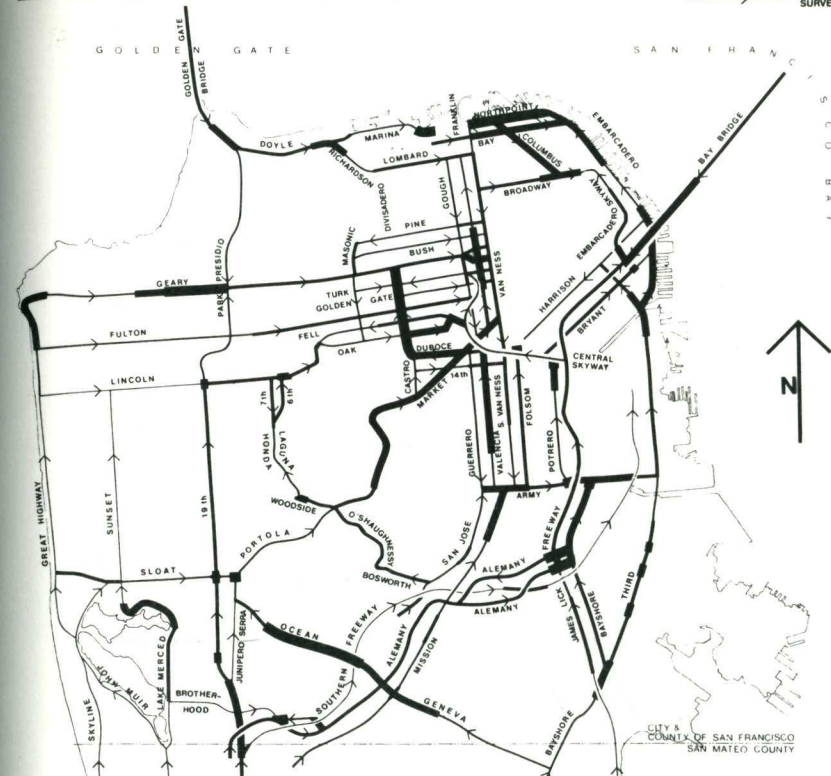
MANY TRAVELERS BOTH BENEFIT FROM AND PREFER CLEAR ORIENTATION TO MAJOR DESTINATIONS BY:

TRAVELERS CANNOT FIND MAJOR DESTINATIONS EASILY IF:

-

disorientation

SAFETY AND EASE OF MOVEMENT



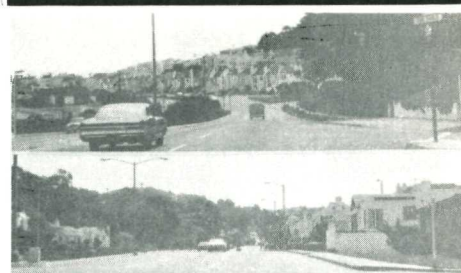
1968 INTERSECTION TRAFFIC ACCIDENTS
VERY HIGH ACCIDENT LOCATION ● 20-64
HIGH ACCIDENT LOCATION ○ 10-19

Source: Traffic Engineering Division, Department of Public Works

ease/safety

+

TRAVELERS FEEL SAFE AND COMFORTABLE IF ROADS HAVE:



A
B

alignment.
APPROPRIATE SPEEDS AND TRAFFIC VOLUMES FOR THEIR DESIGNED CAPACITIES, WITH WELL-TIMED DECISION SEQUENCES, AMPLE FOREWARNING, AND MODERATELY CHANGING ALIGNMENTS



C
D

width.

TWO-WAY SEPARATIONS AND SPACIOUS LANES



E

parking.
NO PARKED VEHICLES AND SEPARATED OR CONTROLLED PEDESTRIAN MOVEMENTS



F

intersections.
WELL-ENGINEERED INTERSECTIONS WITH GOOD TRAFFIC CONTROL SIGNS OR STOP LIGHTS



G

surface and detail.
NEW PAVEMENT, ANTI-SKID SURFACES, AND STRONG CURBS, GUARD RAILS AND MEDIAN STRIPS



H
I

adjacent uses.

SEPARATED ADJACENT USES AND ACTIVITIES



TRAVELERS MAY FEEL A ROADWAY IS DANGEROUS OR DIFFICULT TO DRIVE ON IF IT HAS:

alignment.
EXCESSIVE SPEEDS, EXCESSIVE TRAFFIC VOLUMES, CONGESTION, SUDDEN STOPS, STOP-GO ROUTES, MERGING TRAFFIC, LEFT TURN CONFLICTS, STEEP OR CHANGING ALIGNMENTS, EXCESSIVE NUMBERS OF DECISIONS, OR CONFLICTS WITH TRUCKS OR TRANSIT VEHICLES

width.

NARROW LANES AND NO SEPARATION OF OPPOSING TRAFFIC FLOWS

parking.
PARKED VEHICLES, ESPECIALLY AT AN ANGLE OR PERPENDICULAR, MANY PEDESTRIANS CROSSING OR CHILDREN PLAYING NEAR THE ROAD

intersections.
UNSIGNED OR TRAFFIC CONTROLLED INTERSECTIONS OR POOR SIGHT LINES AT INTERSECTIONS

surface and detail.
SLIPPERY, BROKEN SURFACES, CURBS AND MEDIANS; PATCHED AND ROUGH PAVEMENT, RAILROAD TRACKS IN ROAD OR TRASH AND JUNK ON THE ROAD

adjacent uses.

MANY ADJACENT USES WITH A HIGH DEGREE OF ACTIVITY FRONTING ON THE ROADWAY

discomfort/danger



J



K
L



M



N

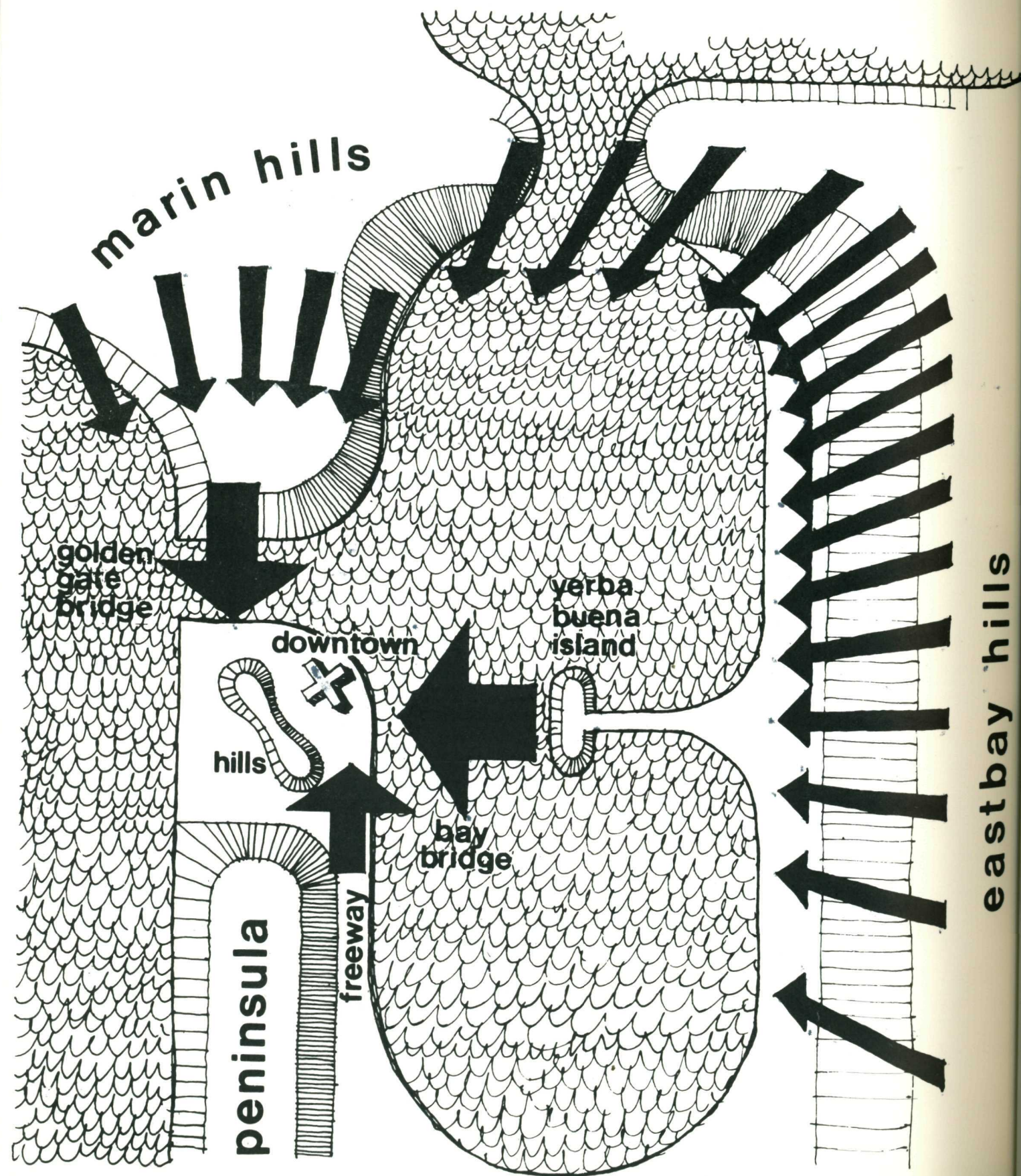


O
P



Q
R

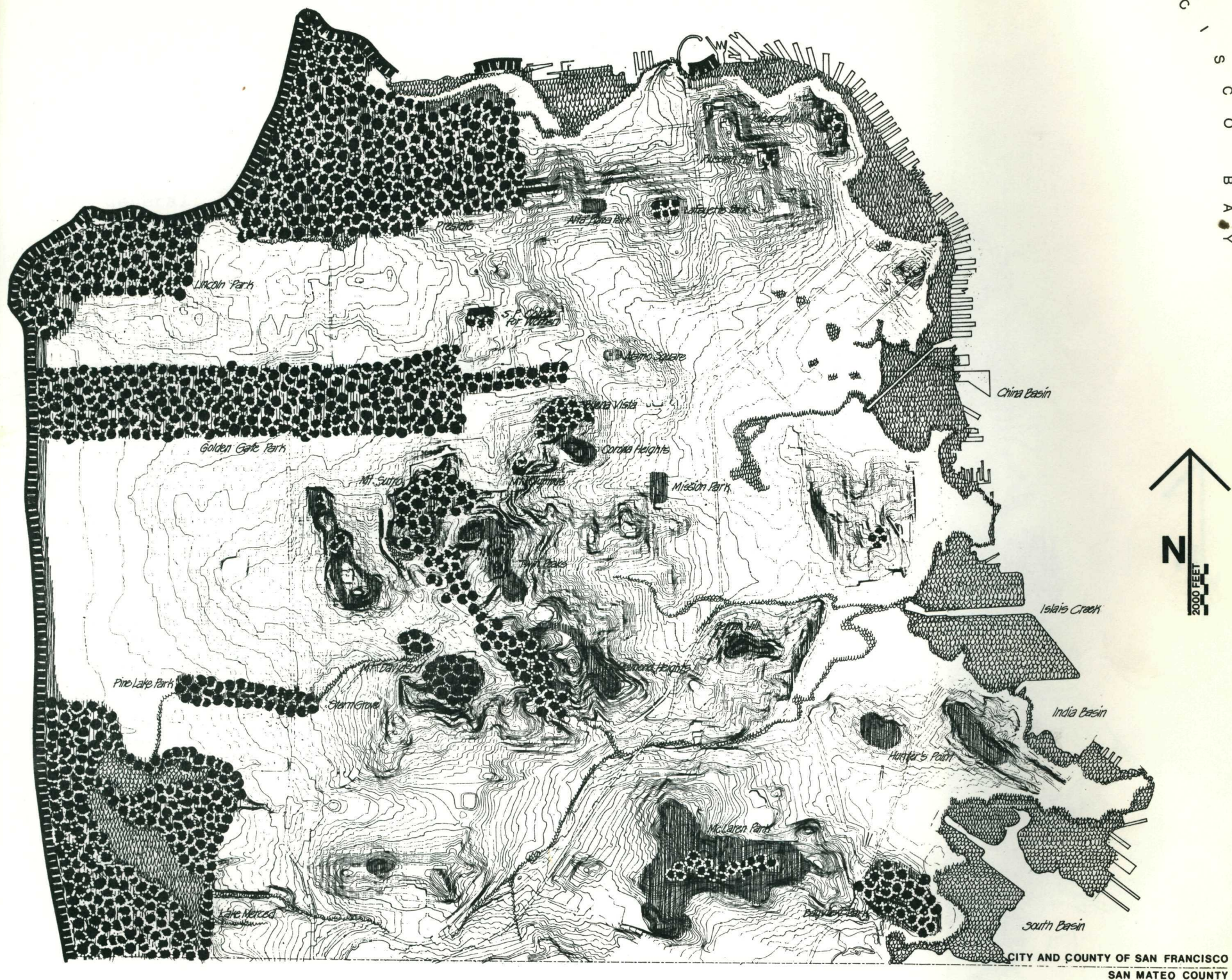




The diagram on the opposite page schematically presents San Francisco's visual setting in the Bay Area.

METROPOLITAN REGIONAL SETTING

The visual setting of San Francisco in the metropolitan area may be described as a stage center in a vast natural amphitheater. The city stands clearly defined in its urbanized surroundings by a ring of natural open space, primarily composed of the broad expanse of the San Francisco Bay on the east and north, and the Pacific Ocean to the west. The hills of Berkeley, Oakland, and Marin County provide amphitheater-like slopes from which to view the centerpiece. The specific vantage points such as the Marin headlands, Sausalito hill-sides, the various islands and the East Bay slopes, in turn become the views for San Franciscans across an imposing natural water foreground. The interplay of viewer and viewed is further enriched from within San Francisco by a wide choice of



NATURAL ELEMENTS OF THE CITY FORM

- NATURAL OPEN SPACE
- MAJOR TREE GROUPINGS
- ▬ NATURAL SHORELINE
- ▬ STREAMS & WATER BODIES (1848)
- ⬤ HILLS



VANTAGE POINTS FOR THE PHOTOGRAPHIC SURVEY

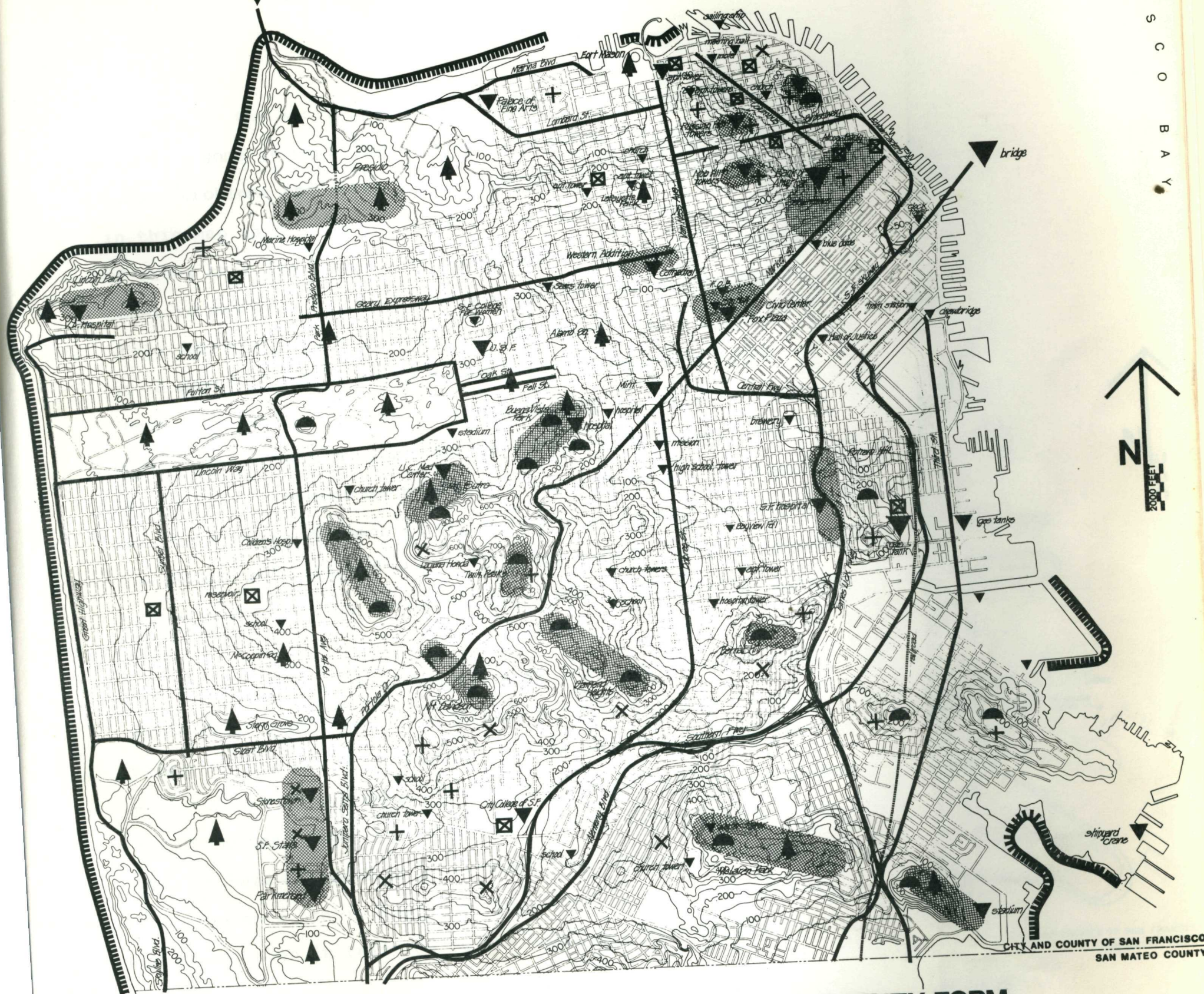
NOTE: 2A,B; 4A,B,C; 6A,B; 12A,B,C; AND 15A,B ARE INCLUDED IN REPORT

FOCUS OF VIEW DISTRICT
1B PANORAMA NUMBER

GOLDEN GATE

SAN FRANCISCO

SCOTLAND



SUMMARY MAP OF VISUAL ELEMENTS OF CITY FORM

- DISRUPTIVE BUILDING SITUATION
- INAPPROPRIATE DEVELOPMENT PATTERN
- APPROPRIATE DEVELOPMENT PATTERN
- VISUALLY PROMINENT ROAD

- NATURAL SHORELINE
- UNDEVELOPED HILL
- PROMINENT TREE STAND

- CITY WIDE LANDMARK
- DISTRICT LANDMARK
- LOCAL LANDMARK
- FOCAL AREA

visually prominent over a wide area of the city
visually prominent between adjacent view districts
visually prominent within a view district
area of visual attention

CITY AND COUNTY OF SAN FRANCISCO
SAN MATEO COUNTY



CITY AND COUNTY OF SAN FRANCISCO
SAN MATEO COUNTY

VISUALLY COHESIVE AREA
VISUAL ORIENTATION
AREA OF ATTENTION